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THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
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NUMBER 57
SEPTEMBER 1992

HO, HO, HO... It's a very Merry Christmas indeed at Harrods

For six weeks this winter, Massachusetts and New England will be the featured destinations in a "Christmas in New England" retail promotion at Harrods, London's premiere department store. The event promises to be a most exciting marketing opportunity for Massachusetts, in the United Kingdom, the state's number-one overseas market. "Christmas in New England" runs from November 14 through December 24, 1992. The promotion coincides with London's World Travel Market, the world's second-largest international travel trade show, November 16-20.

Discover New England, Inc., a not-for-profit corporation, recently formed by the six New England state travel directors, will contribute $115,000 towards the Harrods promotion. MOTT, on behalf of Discover New England, recently sent a detailed mailing to the Massachusetts tourism industry encouraging private-sector participation and sign-up forms.

The focus of the promotion is the Central Hall area, where Harrods will create a New England village of "country stores" selling Christmas gift merchandise from New England. Discover New England will staff a tourist information booth in the New England village. Other key elements of the promotion include: a two-page New England advertorial in Harrods' Christmas catalogue; a special New England tourism brochure, published by *Selling Long Haul*; prize giveaways featuring New England hotels, attractions, and restaurants; and a World Travel Market trade reception in Harrods on November 18.

In addition to the giveaway, the event provides many promotional opportunities for Massachusetts travel businesses. Interested participants should contact Olympia Brescia, international marketing manager, Massachusetts Office of Travel & Tourism, at 617-727-3201, ext. 231.

■ BUDGET

More money = more marketing

The Office of Travel and Tourism and the state's 13 regional tourist councils will be increasing their 1992/1993 marketing programs thanks to increased budgets from the Governor and the legislature.

MOTT's fiscal year 1993 budget is $8.1 million, a 12.5 percent increase from last year's $7.1 million. The budget for the regional grant program is up 50 percent to $3 million.

Of MOTT's $8.1 million, the legislature has designated that $1 million be spent on international marketing programs and $100,000 on the Bay State Games.

ACTION CHECKLIST

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Destination Planner/p. 4
Cultural Data/p. 6
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MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
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The $3 million in regional grants will be distributed to the 13 councils in the same proportions as last year. The grant program complements MOTT's statewide marketing efforts by funding regional tourism marketing programs that are developed at the local level. The councils, which are membership supported, not-for-profit organizations, are required to match the state grant with private-sector funds.

	FY93	FY92
MOTT	$ 8.1m	$ 7.2m
Regional Grants	$ 3.0m	$ 2.0m
Total	$11.1m	$9.2m

As the *Messenger* went to press, a supplemental budget that includes additional funds for the regional councils and MOTT was on the Governor's desk.

■ INTERNATIONAL

World Cup kicks off in '94

Boston has been selected by World Cup USA 1994 as one of nine venues for the World Cup Games. The 1994 event marks the first time that the world's most popular sporting tournament will be hosted in North America.

The games will be held June 17 - July 12, 1994 at Foxboro Stadium. A total of six matches will be played, including four first-round games, one second-round game, and one quarterfinal game. Only two other venues -- New York and Los Angeles -- were awarded more games than Boston. The estimated economic impact from the six Boston matches is $170 million.

Boston Soccer '94, the organization coordinating the World Cup Games in Boston, intends to host a number of events prior to the games in 1994. Tentative plans include at least one U.S. Cup game in June 1993 and several matches between teams which qualify for the World Cup Tournament and wish to try out the Boston venue before the competition begins.

An estimated 3.5 million tickets will be sold nationwide for all the World Cup Games. For ticket information, send a SASE to: World Cup USA 1994, P.O. Box 1994, Los Angeles, CA 90051-1994; or call, 213-365-6300. For local information, contact Boston Soccer at 617-439-7700.

Japan comes to Boston

Boston has been selected as the first U.S. city to host the Japan Festival. The special event, November 13-15, is organized by Kinki Nippon Tourist, Japan's second-largest travel company. Once a year, KNT sells this tour package to the destination of their choice. For the past six years the festival has been hosted abroad.

KNT estimates that 1,500 visitors will participate in Boston's Japan Festival. Amateur performers purchase space on the tour if they are able to perform one of the activities planned. The package combines cultural exchange with sightseeing. Colorful performances by different drum groups, ladder acrobatics, and martial arts are planned. Other exhibitions include calligraphy, flower arranging, paper folding, Japanese Tea Ceremonies, Kimono fashion shows and more. The festivities will take place at locations around Boston and Cambridge.

MOTT and Massport are co-sponsoring the festival and are co-chairing the Boston Committee which also consists of the Greater Boston Convention and Visitors Bureau, DL Trans-national, and the Japan Society.

For information on Boston's Japan Festival, call toll-free in New England, 1-800-336-6306. From all other areas, call 617-742-4708.

. . . and Danvers

Just a month before the Japan Festival, Massachusetts will host the Kintetsu International Express (KIE) Network Congress, September 30 - October 3, 1992. Senior managers from Kintetsu in Japan, KIE's U.S.-based ground operators, and KIE's own U.S.-based managers will convene at the Sheraton Tara in Danvers for their annual conference. Holding this prestigious conference in Massachusetts is a direct result of an invitation issued by MOTT this past January.

Tall Ships: Hub has heart

Although the Tall Ships have long since departed Boston Harbor, the goodwill and excitement generated by their visit can still be felt.

Sail Boston 1992 was the most successful event Boston and Massachusetts have ever hosted. Attendance during the six days far exceeded expectations, totaling more than six million visitor days for an economic impact of $500 million.

The captains and crews of the ships agreed that no other host city in the Grand Regatta Columbus '92 Quincentenary welcomed them as well as Boston. Following is an excerpt from a letter recently printed in the *Boston Globe*:

> "...We are still stunned and overwhelmed by the thoughtfulness, kindness, generosity and warmth that were expressed by the Bostonians during our stay. It is impossible to express our appreciation to each and every one of you who made our visit unforgettable..." -- Captain Boris Kosov and Crew, *Tovarishch*, Ukraine.

New year, new plan

MOTT and Massport presented the 1993 International Marketing Plan on August 13 at the Boston Harbor Hotel. The program included a complete list of trade shows and sales missions for the coming year. A new Education Initiative, designed to offer information and training on international marketing to the private sector, was also outlined. To receive a copy of the plan contact, Patsy Tucker, MOTT, 617-727-3201, ext. 233.

■ DOMESTIC

Ad campaign is good therapy

The beginning of August brought to an end the third wave of MOTT's 1992 spring/summer advertising campaign which began in April. The $3 million campaign, a 66% increase over 1991, featured many innovations.

The campaign was targeted at just two major metropolitan markets -- New York and Philadelphia -- rather than all of the northeast U.S., and was divided into three distinct waves. Wave 1 promoted the entire state to consumers beginning to plan their summer vacations. Consumers who responded to the toll-free phone numbers on television and in print received a Massachusetts Vacation Kit. Wave 2 promoted beaches and coastal destinations. Wave 3 focused on cities and cultural attractions. Consumers could receive a *Massachusetts Beach and Coastal Guide* or a *City and Culture Guide*, via first class mail or pick one up at CVS stores in New York and Encore Books in Philadelphia. Distributing the full-color guides through MOTT's retail partners significantly reduced fulfillment costs and put the information in consumers' hands sooner.

MOTT is now conducting post-advertising surveys to measure changes in consumers predisposition to visit Massachusetts, to determine cost per inquiry for the print ads, and to provide information about the effectiveness of the campaign.

Tourism winners have their day

The Fifth Annual Governor's Conference on Travel and Tourism, held at the Tara Hyannis Hotel & Resort on Cape Cod, April 2 & 3, set a new record with more than 600 people in attendance for two days of workshops and speeches by Governor Weld Lt. Governor Cellucci. At the awards dinner, Governor Weld presented 19 tourism leadership and hospitality awards to those individuals who have made a significant contribution to the state's tourism industry.

Massachusetts Tourism Leadership Awards were presented to **Robert W. Mullen**, chairman of the North of Boston CVB, for his innovative methods of promoting tourism on the North Shore; **Josiah A. Spaulding, Jr.**, general manager and president of the Wang Center, for being the catalyst behind the revitalization of Boston's theater district; **Peter Forman**, state representative from Plymouth, for his continued support of tourism funding; **Peter Christie**, executive vice president of the Massachusetts Restaurant Association, for his leadership role in educating members of the Restaurant Association about the importance of tourism to their businesses and to the state's economy; **John Lipa**, under whose guidance, La Festa, has grown from a small community festival in the Berkshires to the largest multi-ethnic celebration in the United States; and to **Susan Park**, for

making Harborfest one of Boston's most popular summer events, attracting 500,000 visitors annually.

Hospitality Awards were presented to: **Lisa Byrne**, a bellperson at the Sheraton Tara Hotel in Braintree, for providing all guests at the hotel with outstanding service and a smile; **Paul Kozlowski**, a bellman at the Sturbridge Host Hotel for the "legendary" service he provides to all the hotel's guests; **Nancy Dole**, for her vision and dedication which led to the creation of the Shelburne Falls Village Information Center; **Kathleen Laidlaw**, president of the Scituate Historical Society, for her 25 years of dedicated work to preserve Scituate's historical sites; **Anne and Anthony Sacco**, for their tireless efforts as volunteers to fund, clean, paint, and refurbish the North Adams Tourist Information Booth; **John Gosson**, for his 25 years of outstanding service as the curator at the Marine Museum in Fall River; **Bob Kennedy**, former mayor and state representative from Lowell, for his pioneering efforts to designate a portion of Lowell's hotel room tax for tourism promotion; **Cay Hodgkins**, visitor center coordinator at the Cape Ann Chamber of Commerce, for her exceptional work, endless energy and commitment to assisting tourists; **Delphine Phelps**, an administrator with the Trustees of Reservations, for her eight years of dedicated work to preserve the Colonel Ashley House, the Mission House, and Naumkeag in the Berkshire Hills; **Rupprecht Scherff**, owner of the Student Prince and Fort Restaurants in Springfield, for the extraordinary service he gives to his customers; **The Nantucket Historical Association**, for its commitment to preserving the rich history of the island by maintaining the Association's twelve historic properties; **Dr. Charles "Stormy" Mayo**, for his instrumental role in developing the whale watching industry on Cape Cod and for raising awareness as to the importance of protecting whales and our coastline; and the **U.S. Coast Guard stations in Menemsha and Woods Hole**, for the brave effort these men and women put forth daily to protect boaters and make the waters between Martha's Vineyard and Cape Cod safe.

■ CANADA

Mass says bienvenue

This summer marks another "first" for Massachusetts as MOTT recently launched a $235,000 consumer advertising campaign in Canada. The timing of the campaign capitalized on the favorable exchange rate for Canadian travelers and Massachusetts' proximity to Canada.

Print ads ran from June through August in editions of newspapers and magazines in Montreal and Toronto including: The *Toronto Star*; *Montreal Gazette*; *Le Journal de Montreal*; *La Presse*; *Maclean's*; *Time*; *Chatelaine*; *Canadian Geographic*; *L'Actualite*; *Travel Carte*; and *MTL*.

The ads focused on Canadian travelers' favorite activities -- shopping and dining -- and emphasized the value of a trip to Massachusetts.

■ GROUP TOUR

New tour guide in the works

In an effort to better serve the group tour industry, MOTT is producing a new Destination Planner. The guide, scheduled for publication this fall, will replace the Group Tour Manual, and will function as a planning guide for both domestic and international tour operators.

The Destination Planner's new easy-to-use format lists attractions, museums, lodging properties and restaurants, by region. In addition, there are special sections listing annual events, beaches and state parks, whale watching, public golf courses, fall foliage information, factory outlet shopping, charter and motorcoach companies, and transportation information. For details, contact Peter Chadwick, tour and travel services, at 617-727-3201, ext. 227.

Top marks for NTA Retreat

The third annual National Tour Association's Tour Operator Retreat, June 10-14, at the Colonial Hilton in Wakefield, was an outstanding success.

Senior managers and board members from the top 75 U.S. tour companies in attendance gave the four-day conference,

the hosting organizations, and Massachusetts rave reviews. The final tally of the delegate evaluations gave the retreat a 6.4 on a 7.0 scale, the highest-rated NTA event ever.

■ TRAVEL PEOPLE

New faces at MOTT

The last few months have brought one departure and several additions to the MOTT staff as well as the reorganization and expansion of several departments. After four years as MOTT's international marketing manager, Jan Furutani left to assume a position as regional manager, travel industry sales, with the Ritz-Carlton Hotel Company in Los Angeles. The new and expanded international marketing department includes: Olympia Brescia, international marketing manager; Kim Noltemy, Japanese marketing manager; and Patricia Tucker, international marketing assistant. Peter Chadwick joined the group tour department as trade and marketing assistant. Candace Coakley, public relations coordinator, is the latest addition to the marketing/public relations staff. Laura Deluse now manages all special projects and legislative issues. Helen Clagg, who managed the Mansfield Tourist Information Center, now works out of MOTT's offices. Please refer to the accompanying box for the new MOTT directory.

Congrats!

Karen Brown has been named the new executive director at New England USA . . .

DIRECTORY

Director
Sarah Graham Mann x206
Deputy Director
Jonathan Hyde x201

Domestic Marketing/ Publications
Ashley McCown x202
Kim Thompson x221
Michele Ellicks x222
Candace Coakley x203

Int'l Marketing
Olympia Brescia x231
Kim Noltemy x232
Patsy Tucker x233

Travel Trade Services
Fred Clifford x226
Peter Chadwick x227

Special Events/ Governor's Conf.
Mary Hayes x245

Grants & Contracts
Peter Lee x211

Research
Mark McDermott x212

Special Projects
Laura Deluse x244

Traveler Information & Fulfillment
Steve Walsh x239
Helen Clagg x237

Tom Kershaw, chairman of the Greater Boston CVB and owner of the Hampshire House was recently named president of the Massachusetts Restaurant Association.

■ THE REGIONS

Daly news

The Lowell/Merrimack Valley area has a new organization, Revolutions & Textiles of the Merrimack Valley Convention & Visitors Bureau, and a new executive director, John Daly, who just came on board. The Merrimack Valley CVB replaces the Northern Middlesex CVB.

Stepping Up

Maurene Stepp took over the helm at the Nantucket Chamber of Commerce in April, replacing Libby Oldham who retired in April.

■ TRENDWATCH

Consumer jitters may slow growth

A hard-to-predict summer season just got more unpredictable. Consumer jitters about the economy flared back up in July causing travel forecasters to reassess their 1992 projections for leisure travel. The Conference Board's Consumer Confidence Index, a key indicator of consumers' spending plans, slumped 11.6 points nationally to 61.0, New England dropped 13.6 points to 45.1.

Despite the tough market conditions, MOTT projects that statewide travel spending will

increase modestly this year -- in the 1 to 3 percent range. Massachusetts' assets include the enormous economic success of the Tall Ships and MOTT's highly-targeted $3 million summer advertising campaign.

As in previous years, growth rates of regions within the state are likely to vary considerably. With consumers spending so carefully and more travelers expected to stay with friends and relatives, Massachusetts' projected growth in travel expenditures will come from an increase in the number of travelers visiting the state rather than increases in per trip spending. In fact, spending per trip is likely to decline.

Massachusetts' hotel occupancy data from Pannell Kerr Forster show a 2.6 percent increase for the first six months of the year. Occupancy rates showed the strongest growth in February and March, propelled primarily by business-related travel. Hotel data for July and August will be the key to understanding this summer's travel patterns.

■ FYI

Anticipation Governor Weld and tourism officials are awaiting word from the National Governors' Association Executive Committee as to whether Boston will be selected as the site of the 1994 National Governors' Association annual meeting. Boston is competing with Vermont, Rhode Island and St. Thomas. A decision is expected by late September.

STATS & FACTS

Statewide Hotel Occupancy

Jun 1992	75.4%	-0.6%
Jun 1991	75.9%	
May 1992	73.2%	+3.3%
May 1991	70.9%	
Apr 1992	64.4%	-0.6%
Apr 1991	64.8%	
January-June		
1992	63.5%	+2.6%
1991	61.9%	

SOURCE: PANNELL KERR FORSTER

Open house A 60-by-35-foot model of the White House will be on display at the JFK Library's pavilion during construction of a new permanent museum. The White House Exhibition, currently on display at the Smithsonian Institution in Washington, D.C. will open in Boston on November 17, 1992. Information: 617-436-9986.

::

Go with H_2O Boston Harbor Cruises now operates water shuttle service between Long Wharf and the docks at the JFK Library and Museum. For information call, 617-227-4321.

::

No kidding! Boston's Children's Museum is about to embark on a $10 million expansion project that will transform the existing wharf parking lot into a public waterfront park complete with exhibition and performance areas.

::

Culture compendium The Cultural Tourism Task Force is compiling research data from Massachusetts cultural institutions. For information contact Mary Hayes, MOTT, 617-727-3201, ext. 245.

::

Fresh look The Swift River Inn in Plainfield recently opened 22 newly-decorated guest rooms, a new conference center and its 23km trail system, perfect for mountain biking, hiking and nature walks now and cross-country skiing this winter.

::

Smoke signals In order to maintain high levels of fire safety in Massachusetts, hotels and motels must follow new fire safety standards specified in the Hotel and Motel Fire Safety Act. Federal employees will be limited to only staying at properties in compliance with the new Act. By September 25, 1992, the Massachusetts State Fire Marshal must provide the U.S. Fire Administration with a list of these hotels and motels. Properties which have not yet received a safety declaration form should contact the State Fire Marshal's Office at 617-566-4500.

::

Messenger Editors:
Ashley McCown
Candace Coakley
Heather Harris

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

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THE MASSACHUSETTS MESSENGER

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Number 58, September 1992
Special Edition: Spring/Summer 1992 Travel Barometer

SUMMER SEASON A SERIES OF UPS AND DOWNS FOR MASSACHUSETTS

Tourism this summer was a mixed picture with some regions showing an upswing while others experienced little or no growth. Consumer confidence levels which began climbing in the spring, plummeted 13 points in New England in July, slowing the anticipated increase in consumer spending. Unseasonably cool and wet weather in the western part of the state and on Cape Cod affected attendance at outdoor attractions and beaches. Attendance at state and national beaches dipped 7.6%. Conversely, indoor attractions fared slightly better. For some regions, inaccurate weather forecasts presented more of a problem than the actual weather.

There were several bright spots this summer. Sail Boston provided a big boost to the greater Boston area, attracting six million visitors and contributing to a 12.5% increase in the city's occupancy rates for July. Statewide, July occupancy figures rose 10.9%. Also, on a positive note, overseas visitation continued to grow with international arrivals and departures at Logan Airport soaring 19.4%.

MASSACHUSETTS TRAVEL BAROMETER, SPRING/SUMMER 1992

	SPG/SUM 92	SPG/SUM 91	% +/-
ATTENDANCE SUMMARY (Mar-Aug)	**14,806,276**	**14,382,612**	**+ 2.9%**
Museums & Attractions	8,336,147	7,992,178	+ 4.3%
State & Nat'l Beaches	3,822,579	4,138,665	-7.6%
State & Nat'l Parks	1,466,552	1,177,818	+ 24.5%
Information Centers	1,180,998	1,073,951	+ 10.0%
TRAFFIC SUMMARY (Mar-Aug)	**97,798,886**	**96,686,850**	**+ 1.2%**
Air	7,931,946	7,545,694	+ 5.1%
Rail	431,900	501,700	-13.9%
Ferry	1,444,753	1,419,417	+ 1.8%
Highway	87,990,287	87,220,039	+ 0.9%

LODGING	**Statewide**			**Boston**		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
March	58.2%	54.5%	6.8%	66.0%	60.2%	9.7%
April	64.4%	64.8%	- 0.6%	74.0%	74.5%	- 0.6%
May	73.2%	70.9%	3.3%	80.3%	77.7%	3.3%
June	75.4%	75.9%	- 0.6%	81.6%	82.0%	- 0.5%
July	74.9%	67.5%	10.9%	77.3%	68.7%	12.5%
August	83.0%	77.3%	7.4%	87.5%	80.6%	8.5%

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	SPG/SUM 92	SPG/SUM 91	% +/-	
MUSEUMS AND ATTRACTIONS (Mar-Aug)	**8,336,147**	**7,992,178**	**+ 4.3%**	
Greater Boston				
Adams National Historic Site	26,794	22,677	+ 18.2%	
Boston Tea Party Ship & Museum	83,267	84,745	-1.7%	
Bunker Hill Pavillion	52,208	53,720	-2.8%	
Children's Museum	273,921	283,445	-3.4%	
Computer Museum	72,172	72,817	-0.9%	
Franklin Park Zoo	241,926	136,269	+ 77.5%	
Harvard University Art Museums	123,831	89,429	+ 38.5%	
Institute of Contemporary Arts	72,248	28,141	+156.7%	(a)
Isabella Stewart Gardner Museum	73,883	70,909	+ 4.2%	
John F. Kennedy Library & Museum	¦----- no data available -----¦			
John Hancock Observatory	205,485	201,767	+ 1.8%	
The Mapparium	85,431	98,337	-13.1%	(b)
MIT Museum	125,000	123,750	+ 1.0%	
Museum of Fine Arts	426,859	435,870	-2.1%	
Museum of Our National Heritage	31,600	36,834	-14.2%	
Museum of Science	890,357	837,147	+ 6.4%	
New England Aquarium	832,891	788,707	+ 5.6%	
Old State House	24,679	0	+ 0.0%	(c)
Paul Revere House	134,377	135,188	-0.6%	
USS Constitution	457,443	610,937	-25.1%	(d)
USS Constitution Museum	66,116	46,816	+ 41.2%	
North of Boston				
Hammond Castle Museum	28,922	32,499	-11.0%	
House of Seven Gables	100,449	93,853	+ 7.0%	
Museum of American Textile History	16,050	16,258	-1.3%	
Peabody Museum	48,113	44,744	+ 7.5%	
Salem Maritime Nat'l Historic Site	646,534	470,795	+ 37.3%	(e)
Worcester				
Fruitlands Museums	9,420	8,977	+ 4.9%	
Higgins Armory Museum	27,694	27,338	+ 1.3%	
New England Science Center	86,102	79,706	+ 8.0%	
Old Sturbridge Village	278,104	288,436	-3.6%	
Whalom Park	202,850	189,400	+ 7.1%	
Pioneer Valley				
Basketball Hall of Fame	107,257	98,553	+ 8.8%	
Connecticut Valley Historical Museum	10,388	12,585	-17.5%	
Historic Deerfield	14,301	13,842	+ 3.3%	
Holyoke Children's Museum	28,874	29,926	-3.5%	
Riverside Park	823,140	799,428	+ 3.0%	
George Walter Smith Art Museum	20,638	28,620	-27.9%	
Springfield Museum of Fine Arts	19,828	19,627	+ 1.0%	
Springfield Science Museum	51,433	62,698	-18.0%	
Berkshires				
Berkshire Museum	35,453	35,769	-0.9%	
Clark Art Institute	79,331	89,111	-11.0%	
Hancock Shaker Village	45,682	46,269	-1.3%	
Norman Rockwell Museum	78,304	84,846	-7.7%	
Tanglewood Music Festival	329,093	346,845	-5.1%	

	SPG/SUM 92	SPG/SUM 91	% +/-	
MUSEUMS AND ATTRACTIONS (cont)				
Plymouth County				
Edaville Railroad	0	35,270	100.0%	(f)
Plimoth Plantation/*Mayflower II*	227,504	234,161	-2.8%	
Bristol County				
Great Woods Performing Arts Center	452,561	394,490	+ 14.7%	
New Bedford Whaling Museum	31,656	33,552	-5.7%	
Cape Cod				
Cape Cod Museum of Natural History	¦----- no data available -----¦			
Cape Cod Scenic Railroad	39,841	28,872	+ 38.0%	
Heritage Plantation	77,643	63,702	+ 21.9%	
Pilgrim Monument & Museum	86,815	94,766	-8.4%	
Sandwich Glass Museum	31,679	29,735	+ 6.5%	
BEACHES (Mar-Aug)	**3,822,579**	**4,138,665**	**-7.6%**	
Cape Cod National Seashore	3,323,588	3,627,720	-8.4%	
Crane Memorial Reservation	158,139	190,172	-16.8%	
Horseneck Beach State Reservation	340,852	320,773	+ 6.3%	
Salisbury Beach State Reservation	¦----- no data available -----¦			
PARKS (Mar-Aug)	**1,466,552**	**1,177,818**	**+ 24.5%**	
Georges Island	¦----- no data available -----¦			
Lowell National Historical Park	558,444	539,933	+ 3.4%	
Minuteman National Historical Park	687,740	446,777	+ 53.9%	
Nickerson State Park	185,219	148,686	+ 24.6%	
Harold Parker State Forest	35,149	42,422	-17.1%	
Myles Standish State Forest	¦----- no data available -----¦			
INFORMATION CENTERS (Mar-Aug)	**1,180,998**	**1,073,951**	**+ 10.0%**	
Boston Nat'l Hst Park Visitor Center	243,463	221,917	+ 9.7%	
Boston Common Information Booth	200,239	166,685	+ 20.1%	
Charlton-East Information Center	151,231	147,759	+ 2.3%	
Charlton-West Information Center	47,919	47,747	+ 0.4%	
Lee Information Center	62,410	57,429	+ 8.7%	
Mansfield Information Center	107,830	102,735	+ 5.0%	
Natick Information Center	39,404	33,443	+ 17.8%	
Plymouth Information Center	328,502	296,236	+ 10.9%	

(a) ICA: Leibovitz Exhibit, June - July '92.
(b) The Mapparium: Jul & Aug '92 began Monday closings.
(c) Old State House: Closed for renovations, Sept. '90 - June '92.
(d) USS Constitution: Drydocked beginning July '92.
(e) Salem Nat'l Historic Site: Increase due to Salem Tercentenary Events.
(f) Edaville Railroad: Closed pending sale.
(g) Does not include July & August.
(h) Does not include August.

	SPG/SUM 92	SPG/SUM 91	% +/-
AIR (Mar-Aug)	**7,931,946**	**7,545,694**	**+ 5.1%**
Logan Airport	*7,700,531*	*7,336,901*	*+ 5.0%*
Domestic - Inbound & Outbound	6,452,568	6,291,885	+ 2.6%
International - Inbound & Outbound	1,247,963	1,045,016	+ 19.4%
Regional Airports	*231,415*	*208,793*	*+ 10.8%*
Barnstable Airport - Inbound	69,601	65,075	+ 7.0%
Barnstable Airport - Outbound	68,581	62,813	+ 9.2%
Nantucket Airport - Outbound	93,233	80,905	+ 15.2%
RAIL (Mar-Aug)	**431,900**	**501,700**	**-13.9%**
Amtrak			
Boston Rail Service	430,500	500,500	-14.0%
Cape Cod Rail Service	1,400	1,200	+ 16.7%
FERRY (Mar-Aug)	**1,444,753**	**1,419,417**	**+ 1.8%**
Steamship Authority			
Martha's Vineyard	1,137,918	1,104,649	+ 3.0%
Nantucket	306,835	314,768	-2.5%
HIGHWAY (Mar-Aug)	**87,990,287**	**87,220,039**	**+ 0.9%**
Massachusetts Turnpike	*14,352,050*	*13,886,869*	*+ 3.3%*
Eastbound at Weston	4,271,884	4,044,363	+ 5.6%
Westbound at Weston	4,460,028	4,330,574	+ 3.0%
Entering at Sturbridge	3,960,454	3,872,287	+ 2.3%
Eastbound at West Stockbridge	1,659,684	1,639,645	+ 1.2%
Interstate	*34,631,743*	*34,121,595*	*+ 1.5%*
I91, Northbound at Longmeadow	6,001,281	5,880,155	+ 2.1%
I91, Southbound at Deerfield	2,355,829	2,407,615	-2.2%
I93, Southbound at Andover	8,505,115	8,455,061	+ 0.6%
I95, Southbound at Georgetown	5,208,662	5,048,061	+ 3.2%
I95, Nouthbound at Attleboro	6,736,268	6,601,243	+ 2.0%
I195, Eastbound at Seekonk	5,824,588	5,729,460	+ 1.7%
Intrastate	*39,006,494*	*39,211,575*	*-0.5%*
Route 2, at Concord	7,773,508	7,511,589	+ 3.5%
Route 2, at Orange	1,721,099	1,752,082	-1.8%
Route 2, at Lancaster	7,329,115	7,446,067	-1.6%
Bourne Bridge	7,254,215	7,114,398	+ 2.0%
Sagamore Bridge	9,309,009	9,545,025	-2.5%
Tobin Memorial Bridge	5,619,548	5,842,414	-3.8%

The Massachusetts Travel Barometer samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Mass. Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: PKF Consulting for lodging statistics; Mass. Turnpike Authority and Mass. Highway Department for auto traffic; Massport for Logan Airport traffic; Steamship Authority for ferry traffic. For more information, contact Mark McDermott at the Office of Travel & Tourism, (617) 727-3201 x212.

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

ASS. MA32.3: 59

THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
DEC 15 1992
University of Massachusetts Depository Copy

NUMBER 59
DECEMBER 1992

Massachusetts scores three big wins

In the span of three months, Massachusetts has landed three prestigious meetings. Governor William Weld recently announced that the **National Governors' Association** accepted Massachusetts' bid to host the Association's 86th annual meeting in Boston in 1994. The bid effort, coordinated by the Massachusetts Office of Travel & Tourism, began in February and included letters of commitment from Governor William Weld, Mayor Raymond Flynn, The Massachusetts Office of Travel & Tourism, and the Greater Boston Convention & Visitors Bureau.

Governors of all 54 states, territories and commonwealths, their families and staffs will attend the summer meeting, July 17-19, 1994. The 1,500-2,000 guests will stay at the Sheraton Boston Hotel and Towers and the Colonnade Hotel, and all meetings will be held at the Hynes Convention Center.

In October, the **National Council of State Travel Directors' Education Committee** selected Massachusetts as the site of their 1993 **ESSTO** conference, July 10-15. The event brings all the state travel directors to Massachusetts. The Sheraton Tara in Danvers will be the host hotel. The Greater Boston CVB and the North of Boston CVB assisted in the bid process.

Just before the NTA convention in Seattle, MOTT and the Greater Boston CVB learned that their bid to host the **1999 NTA Spring Exchange** had been accepted. An estimated 2,100 delegates will travel to Boston in April 1999.

■ INTERNATIONAL

Christmas in New England

Lieutenant Governor Paul Cellucci brought Christmas cheer to London last month when he attended a travel trade reception at Harrods, London's premiere department store for the "Christmas in New England" promotion. The reception, which took place November 18, was hosted by Discover New England, Inc., a not-for-profit corporation, formed by the six New England state travel directors and chaired by Sarah Mann. More than 200 attendees were treated to holiday entertainment provided by a quartet from Plimoth Plantation and the New England Treble Chorus (sponsored by the Greater Boston CVB and the Hynes Convention Center), and an appearance by Santa Claus (Father Christmas as he's known in the UK). The reception occurred during London's World Travel Market, (WTM) the world's second-largest travel trade show.

The New England promotion runs through December 24 and includes a two-page photo spread in Harrods' Christmas catalogue and prize giveaways featuring New England hotels, attractions, and restaurants. In addition to the "country stores" selling merchandise in the New England village, there is a staffed

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ACTION CHECKLIST

Governor's Conference/p.2
Canadian Sales Mission/p.3

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MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

tourist information booth, designed as a gazebo. Shoppers can pick up a special New England guide, published by *Selling Long-Haul* or choose from individual brochures from participating hotels, museums and attractions. Brochures from 111 companies (75 of which are from Massachusetts) are being distributed.

WTM draws big New England crowd

The Harrods promotion drew the largest New England delegation ever to World Travel Market. 37 attractions, hotels, receptive operators and regional tourist councils traveled to London, including many first timers.

MOTT steps up PR efforts

By early in 1993, MOTT will have public relations agencies at work in five key international markets. New agencies will be at work in France, Germany, and Canada while Tsuru in Tokyo and The Rowland Company in London will continue their programs. The new agencies will be based in Paris, Frankfurt, and Toronto. All five agencies will promote Massachusetts as a travel destination by obtaining consumer and trade press coverage, managing fam trips, developing promotional programs, and providing public relations support for trade shows and sales missions. Having in-market agencies has proved to be highly effective in increasing consumer and trade awareness.

STATS & FACTS

Projected 1993 International Arrivals

	% change from 1992
Canada	+7%
Japan	+2%
All Europe	+7%
U.K.	+6%
Germany	+7%
France	+7%
Italy	+11%

SOURCE: U.S. TRAVEL AND TOURISM ADMINISTRATION

Japan Festival receives rave reviews

November 13-15, Massachusetts welcomed more than 800 Japanese performers participating in the Japan Festival, the largest Japanese cultural event ever to take place in Massachusetts. Boston was the first American host city in the Festival's six-year history. By all accounts, the festival's first U.S. appearance was a huge success. The Japan Festival is part of a special tour package sold by Kinki Nippon Tourist (KNT), Japan's second-largest travel company.

Lt. Governor Cellucci welcomed Japanese dignitaries, officials from KNT, Massachusetts tourism officials, and all the Japanese performers at a State House reception on November 13. Attendees were treated to a drum ceremony and a traditional lion dance by some of the performers.

An estimated 4,000 people attended performances, exhibitions, and demonstrations at the John Hancock Hall on November 14 and 15. In addition, four special calligraphy demonstrations were held at the Museum of Fine Arts in Boston, while the Peabody & Essex Museum in Salem hosted papermaking demonstrations.

High flyers, high spenders

International travelers spent a record $70.4 billion in the U.S. in 1992, a 129 percent increase over 1987, according to an estimate by the United States Travel and Tourism Administration.

The number of travelers topped 45.6 million, a 54 percent increase over the same six-year period.

■ GOVERNOR'S CONFERENCE

Cambridge hosts 1993 Governor's tourism conference

The Royal Sonesta Hotel/Boston will be the site of the sixth annual Governor's Conference on Travel & Tourism, April 1 and 2, 1993. All workshops and the closing luncheon will be held at the hotel, while the Museum of Science will host the cocktail reception and awards dinner.

The 1993 conference is a cooperative effort of MOTT, the Greater Boston CVB and the Cambridge Chamber of Commerce.

Early registration material will be mailed January 4, 1993. Nominations are now being accepted for tourism leadership awards. Leadership awards are given to individuals or institutions that have made a significant contribution to the Massachusetts tourism industry. Nominations should be sent to: Mary Hayes, MOTT, 100 Cambridge St., 13th Fl., Boston, MA 02202.

■ DOMESTIC

Mass in top 20

Massachusetts ranks 14th in spending by domestic travelers, according to a new report by the U.S. Travel Data Center.

The report, *Impact of Travel on State Economies 1990*, shows the Bay State's $6.5 billion represents a 2.2 percent share of the total U.S. travel expenditures of $290.5 billion.

California ranks number one and its travel expenditures of $40.5 billion translate into a 13.9 percent share of the United States market.

New England expenditures total $13.9b, a 4.7 percent share.

Individual New England states' expenditures and ranking: Connecticut, $3.2b spending, 1.1 percent share; Maine, $1.4b, 0.5 share; New Hampshire, $1.2b, 0.4 share; Vermont, $0.9b, 0.3 share; Rhode Island, $0.7b, 0.2 share.

They're back...

After a two year hiatus, the Winter Calendar of Events and Ski Guide are back and better than ever. For the first time, the Ski Guide is bound into the calendar. The Ski Guide lists 16 downhill areas, 13 cross-country areas and 15 state forests and parks that offer cross-country skiing. The guide includes a coupon for a $15 mid-week beginner ski package offered by participating downhill areas. The Ski Guides will also be available at Massachusetts Turnpike tollbooths, beginning January 4.

MOTT and the Massachusetts Ski Areas Association are teaming up with the other New England states and Mountain Dew on a special ski promotion. This winter, the six state's ski hotline phone numbers will appear on Mountain Dew cans in stores throughout New England. The ski hotline numbers will also appear on Ski Quest, a program on Sports Channel New England.

Now in operation, MOTT's ski hotline, 1-800-632-8038, offers daily updates on conditions at Massachusetts ski areas provided by the New England Ski Areas Council (NESAC).

■ CANADA

Mission set for February

Early next year, a delegation will travel to Canada, Massachusetts number-one international market, for the annual Canadian Sales Mission, February 15-19, 1993. Receptions will be held at the Four Seasons Hotel in Montreal, February 17 and at the Sutton Place Hotel in Toronto, February 18. The Sutton Place Hotel was the site of last April's successful table-top reception hosted by Governor William Weld. Space is still available. To sign up for the Canadian Mission, contact Fred Clifford, MOTT, 617-727-3201, ext. 226.

STATS & FACTS

Statewide Hotel Occupancy

Sep	1992	80.1%	+6.1%
	1991	75.5%	
Aug	1992	83.0%	+7.4%
	1991	77.3%	
Jul	1992	64.4%	+10.9%
	1991	67.5%	
January-September			
1992		69.6%	+5.2%
1991		66.2%	

SOURCE: PANNELL KERR FORSTER

■ GROUP TOUR

Massachusetts serves up lunch

Massachusetts was in the spotlight at two of the industry's major travel trade shows. On November 5, MOTT sponsored a luncheon during the Ontario Motor Coach Association's annual convention in Toronto and a week later, MOTT and the Greater Boston CVB co-hosted a "homecoming" luncheon during the National Tour Association's

TRENDWATCH

GROUP OF POPULATION	BORN	AGE IN 2000	%
Baby boomlet	1977-1990	12-23	17
Baby bust	1965-1976	24-35	17
Late baby boom	1955-64	36-45	21
Early baby boom	1946-54	46-54	18
WWII babies	1935-45	55-65	11
Depression babies	1924-1934	66-76	8
WWI babies	1923 & earlier	77+	8

SOURCE: DISCOVER AMERICA 2000, TRAVEL INDUSTRY ASSOCIATION OF AMERICA

annual convention in Seattle, Washington. Both luncheons featured a videotaped welcome from Governor Weld. Uptown A Capella entertained the OMCA delegates while Massachusetts recording artist, Livingston Taylor and The Krokodiloes, an a capella group from Harvard University, received standing ovations from the NTA crowd.

Trade show firsts

As part of its initiative to bring more meetings and conferences to the state, MOTT is attending several trade shows for the first time. Fred Clifford, MOTT's travel trade services coordinator, attended the American Society of Association Executives Show followed by Affordable Meetings. Next up: Professional Conference Managers Association Meeting, Meeting Planners International and European Incentive and Business Travel and Meetings Exhibition.

▲ *Time marches on*

The turn of the century is just seven years away and baby boomers -- gulp -- will be in their 40s and 50s.

■ FYI

For the record The $10 million expansion project at Boston's Museum Wharf, which was reported in the last issue of *The Messenger*, is a joint project between The Children's Museum and the **Computer Museum**. We apologize for this omission.

::

2-to-1 MOTT is consolidating the in-state and Northeast toll-free numbers used for seasonal promotions. **1-800-632-8038** is now the number to call for seasonal publications, fall foliage updates and ski conditions.

::

Ship's ahoy The Fore River shipyard in Quincy is the location for the new U.S. Naval Shipbuilding Museum, scheduled to open in late 1993. The U.S. Navy has agreed to give two warships to the non-profit group that will own and operate the museum. For more information, call William MacMullen, museum director, 617-479-7900.

::

Wishes granted Two of Cambridge Discovery, Inc.'s major projects have been awarded grants from the Massachusetts Cultural Council for a total of $12,371 in funding. The Cambridge African-American Heritage Trail received $7,277. An additional $5,094 was awarded to help fund the development of a Cambridge Heritage Information Center and a Vocational Educational Program in Tourism at the Cambridge Rindge and Latin High School.

::

Go Dutch Beginning April 1, 1993, KLM will begin daily service between Boston and Amsterdam by sharing a jet with Northwest Airlines. KLM will have half the seats on the evening departure from Logan International; Northwest Airlines will have the other half.

::

Horsin' around The Fall River Carousel opened this summer to notable acclaim, taking more than 200,000 riders for a spin during its first season. The beautifully restored 1920s carousel is now located in a two-story pavilion in Battleship Cove.

::

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

ASS. MA32.3:60

THE MASSACHUSETTS MESSENGER

COLLECTION
JAN 13 1993
University of Massachusetts
Depository Copy

NUMBER 60
JANUARY 1993

« SPECIAL EDITION »

Mass' media buy set for spring/summer; special rates available

While this spring and summer's print and television ads are still being finalized, MOTT's schedule of U.S. nd Canadian print insertions is now complete. Massachusetts' print ads will appear in a total of 63 ublications; 52 in the U.S., 11 in Canada. If you're planning to run newspaper advertising this coming eason, you'll be glad to know that MOTT and our advertising agency, Houston, Effler & Partners, have egotiated special rates for Massachusetts travel advertisers with several of the U.S. newspapers listed in he schedule. Call newspaper ad reps directly to check on rates. If there is sufficient interest by advertisers, he newspapers will run ads under a Massachusetts banner.

Note that all insertions are subject to change; please check with each publication for the latest insertion chedule.

Complete details of MOTT's exciting summer campaign, including all print and television ads, will be resented at the annual Governor's Conference on Travel and Tourism, April 1 & 2.

U.S. MAGAZINES

ates listed are cover dates. Insertions consist of single pages, double-page spreads, and back-to-back insertions.

ublication	March	April	May	June
AA Today NY/PHIL ADIs			X.....	
etter Homes & Gardens NY/PHIL ADIs		X	X (2 insertions)	X
oston Magazine's New England Guide NATL		X.....		
onde Nast Traveler NY/NJ/PA		X	X (2 insertions)	
ountry Living NY/PHIL ADIs		X	X	
isney Channel Magazine NY/PA		X.....		X.....
ndless Vacation NORTHEAST			X.....	
amily Circle NY/PHIL ADIs			5/18	6/8
ourmet NY/PA		X	X (2 insertions)	

AGAZINE SCHEDULE CONTINUES ON PAGE TWO

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■ U.S. MAGAZINES cont'd.

Publication	March	April	May	June
Ladies' Home Journal NY/PHIL ADIs			X	X
Life NY/PHIL ADIs		X	X	
Metropolitan Home NY/PHIL ADIs			X.....	
New York Magazine NATIONAL	3/22 & 3/29	4/19	5/10	
New York Times Magazine NATIONAL	3/7#	4/4 & 4/25	5/16# (2 insertions)	
The New Yorker NORTHEAST	3/29	4/19		
Newsweek NY/PHIL ADIs	3/22	4/5 & 4/26	5/17	
Parenting NY/PA			X and 5/24*	
Parents NY/PHIL ADIs			X	X
People NY/PHIL ADIs	3/29	4/12 & 4/26	5/24	
Travel Holiday NATIONAL		X	X	
Woman's Day NY/PHIL ADIs			5/18	
Yankee Travel Guide NATIONAL		X.....		

* Special Summer Fun issue

Sophisticated Traveler special supplement

U.S. NEWSPAPERS

newspaper insertions run on May 9, May 16, May 23, June 6, June 13, June 20, July 11, July 18 and
/ 25. Unless noted, all insertions run in travel sections.

wspaper	Sales Representative	Phone
w York ADI		
›ury Park Press	Grenville Willis	508-655-7544
nnett Newspapers *$	Sherry Bailey	914-694-5316
ıgston Freeman	Mike Bundschuh	914-331-5000
ddletown Times	Frank Dendato	914-343-2181, ext. 381
w York Daily News	Patrice Finnegan	212-210-1951
w York Newsday	Jack Moriarity	212-339-7549
w York Times	Jim Gillespie	617-227-7820
wark Star Ledger $	Eric Lange	617-542-6913
mford Advocate	Bertrand Nardin	203-964-2442
enton Times $	Eric Lange	617-542-6913
iladelphia ADI		
entown Call $	Bob Richelderfer	215-820-6646
antic City Press	Cliff Madsen	609-272-7000
ver Delaware News #	Dawn Jones	302-674-3600
iladelphia Inquirer	Bob Brady	215-854-5455
ading Eagle Times	David Harken	617-326-8871
oudsburg Record $	Jim Nylander	717-421-3000
ilmington News Journal $	Kitty Burns	302-324-2690

Special rate available for Massachusetts advertisers

Gannett travel pages are only available as a group buy of 14 papers: Mamaroneck Daily Times; Mount Vernon Daily Argus; New Rochelle Standard-Star; Ossining Citizen Register; Peekskill Star; Port Chester Daily Item; Rockland Journal-News; Tarrytown Daily News; White Plains Reporter Dispatch; Yonkers Herald Statesman; Poughkeepsie Journal; Bridgewater Courier-News; Fairpress; Putnam Reporter Dispatch

No travel section; ads run in main news

EDIA SCHEDULE CONTINUES ON PAGE FOUR

■ CANADIAN PUBLICATIONS

Ads run in Montreal publications or eastern editions of national periodicals. Except where noted, all newspapers have two consecutive ads per insertion date.

French Language Publications	**March**	**April**	**May**	**June**
La Presse N	3/13	4/3	5/8	6/5
	3/20	4/10*	5/15	6/12
	3/27	4/17	5/29	
		4/24		
Le Journal de Montreal N	3/13	4/3*	5/8*	6/5*
	3/20	4/11	5/23	
		4/24*		
Coup De Pouce M		X	X	
L'Actualite M		X	X	
MTL M			X	
Touring M	X.....			

English Language Publications	**March**	**April**	**May**	**June**
The Gazette N	3/20	4/3	5/1	6/12*
	3/27*	4/24*	5/15*	
			5/29	
Time M	3/29	4/5	5/3	6/7
		4/19	5/17	
Macleans M	3/22	4/12	5/10	
	3/29	4/26	5/31	
MTL M			X	
Touring M	X.....			

* Only one ad per insertion date

M Magazine

N Newspaper

THE NEXT REGULAR EDITION OF *THE MASSACHUSETTS MESSENGER* WILL BE PUBLISHED LATER THIS MONTH.

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

MASS. MA32.3:61 ✓

THE MASSACHUSETTS M·E·S·S·E·N·G·E·R

COLLECTION
JAN 13 1993
University of Massachusetts
Depository Copy

Number 61, January 1993
Special Edition: Fall 1992 Travel Barometer

MASSACHUSETTS FALL SEASON SHOWS MODEST GROWTH

Attendance figures rose 3.0% this fall, keeping even with last summer's modest growth. This season's growth is primarily due to a small increase in attendance figures at museums and attractions as well as significant increases in attendance at Massachusetts state and national parks (16.1%) and tourist information centers (23.7%).

The growth in domestic air travel, generated by the airfare wars this past summer, tapered off in the fall. Domestic arrivals and departures at Logan International Airport dipped 0.9%. Conversely, overseas tourism to Massachusetts continued to be the bright spot with international traffic at Logan rising 10.5%.

After showing a 6.1% increase in September, statewide occupancy figures leveled off in October and November. However, for the period, January - October, statewide occupancy rates rose 4.1%

MASSACHUSETTS TRAVEL BAROMETER, FALL 1992

	FALL 92	FALL 91	% +/-
ATTENDANCE SUMMARY (Sep-Nov)	**6,664,142**	**6,471,501**	**+ 3.0%**
Museums & Attractions	4,024,463	3,925,702	+ 2.5%
State & Nat'l Beaches	1,493,241	1,589,130	-6.0%
State & Nat'l Parks	566,955	488,399	+ 16.1%
Information Centers	579,483	468,270	+ 23.7%
TRAFFIC SUMMARY (Sep-Nov)	**44,928,452**	**44,122,588**	**+ 1.8%**
Air	2,139,649	2,109,447	+ 1.4%
Rail	182,559	188,418	-3.1%
Ferry	533,016	506,831	+ 5.2%
Highway	42,073,228	41,317,892	+ 1.8%

LODGING	**Statewide**			**Boston**		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
September	80.1%	75.5%	6.1%	85.3%	79.9%	6.7%
October	81.5%	81.3%	0.3%	87.7%	89.3%	- 1.8%
November	62.2%	62.2%	0.0%	69.5%	70.3%	- 1.2%

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100 Cambridge Street, 13th Floor · Boston, Massachusetts 02202 · 617-727-3201 · FAX: 617-727-6525

	FALL 92	FALL 91	% +/-	
MUSEUMS AND ATTRACTIONS (Sep-Nov)	**4,024,463**	**3,925,702**	**+ 2.5%**	
Greater Boston				
Adams National Historic Site	10,582	11,476	-7.8%	
Boston Tea Party Ship & Museum	34,217	33,337	+ 2.6%	
Bunker Hill Pavillion	15,996	16,506	-3.1%	
Children's Museum	85,078	84,324	+ 0.9%	
Computer Museum	22,151	26,203	-15.5%	
Franklin Park Zoo	----- no data available -----			
John Hancock Observatory	90,274	86,175	+ 4.8%	
Harvard University Art Museums	22,548	22,893	-1.5%	
Institute of Contemporary Arts	7,145	23,280	-69.3%	(a)
Isabella Stewart Gardner Museum	38,184	32,542	+ 17.3%	
The Mapparium	52,693	62,486	-15.7%	
MIT Museum	64,000	65,050	-1.6%	
Museum of Fine Arts	205,549	229,655	-10.5%	
Museum of Our National Heritage	13,035	13,785	-5.4%	
Museum of Science	385,360	329,936	+ 16.8%	
New England Aquarium	252,334	252,978	-0.3%	
Old State House	26,568	0	+ 0.0%	(b)
Paul Revere House	55,662	56,849	-2.1%	
Stone Zoo	----- no data available -----			
USS Constitution	145,978	249,552	-41.5%	(c)
USS Constitution Museum	40,370	20,840	+ 93.7%	
North of Boston				
Hammond Castle Museum	----- no data available -----			
House of Seven Gables	53,111	51,129	+ 3.9%	
Museum of American Textile History	2,381	3,430	-30.6%	
Peabody Museum	26,976	24,566	+ 9.8%	
Salem Maritime Nat'l Historic Site	384,692	262,092	+ 46.8%	
Worcester				
Fruitlands Museums	6,620	5,852	+ 13.1%	
Higgins Armory Museum	6,497	7,242	-10.3%	
New England Science Center	19,917	16,301	+ 22.2%	
Old Sturbridge Village	140,848	154,840	-9.0%	
Whalom Park	27,200	23,900	+ 13.8%	
Pioneer Valley				
Basketball Hall of Fame	22,959	21,034	+ 9.2%	
Connecticut Valley Historical Museum	3,520	3,563	-1.2%	
Historic Deerfield	13,344	10,280	+ 29.8%	
Holyoke Children's Museum	8,126	9,012	-9.8%	
Riverside Park	96,470	90,000	+ 7.2%	
George Walter Smith Art Museum	8,811	16,107	-45.3%	
Springfield Museum of Fine Arts	9,014	7,957	+ 13.3%	
Springfield Science Museum	15,736	17,584	-10.5%	
The Big E	956,745	961,989	-0.5%	
Berkshires				
Berkshire Museum	29,143	23,054	+ 26.4%	
Clark Art Institute	38,637	38,071	+ 1.5%	
Hancock Shaker Village	24,986	24,006	+ 4.1%	
Norman Rockwell Museum	49,302	50,393	-2.2%	
Tanglewood Music Festival	---------- seasonal ----------			

	FALL 92	FALL 91	% +/-	
USEUMS AND ATTRACTIONS (cont)				
Plymouth County				
Edaville Railroad	0	41,586	100.0%	(d)
Plimoth Plantation/*Mayflower II*	152,504	160,316	-4.9%	
Bristol County				
Great Woods Performing Arts Center	81,472	40,000	+103.7%	(a)
New Bedford Whaling Museum	10,245	10,910	-6.1%	
Cape Cod				
Cape Cod Scenic Railroad	18,198	13,140	+ 38.5%	
Heritage Plantation	197,653	165,862	+ 19.2%	
(a) Pilgrim Monument & Museum	31,341	32,707	-4.2%	
Sandwich Glass Museum	20,291	20,912	-3.0%	
EACHES (Sep-Nov)	**1,493,241**	**1,589,130**	**-6.0%**	
Cape Cod National Seashore	1,356,560	1,436,929	-5.6%	
Crane Memorial Reservation	21,704	29,413	-26.2%	
Horseneck Beach State Reservation	33,175	47,405	-30.0%	
Salisbury Beach State Reservation	81,802	75,383	+ 8.5%	
(b)				
ARKS (Sep-Nov)	**566,955**	**488,399**	**+ 16.1%**	
Fall River Heritage State Park	18,074	14,243	+ 26.9%	
(c) Lowell National Historical Park	115,577	110,046	+ 5.0%	
Minuteman National Historical Park	315,561	247,761	+ 27.4%	
Mt. Greylock State Reservation	21,910	24,400	-10.2%	(e)
Nickerson State Park	34,286	23,161	+ 48.0%	
Harold Parker State Forest	15,279	11,054	+ 38.2%	
Skinner/Holyoke Range State Park	31,873	41,106	-22.5%	
Wells State Park	8,167	7,249	+ 12.7%	
Western Gateway Heritage State Park	6,228	9,379	-33.6%	
NFORMATION CENTERS (Sep-Nov)	**579,483**	**468,270**	**+ 23.7%**	
Boston Nat'l Hst Park Visitor Center	108,626	96,805	+ 12.2%	
Boston Common Information Booth	87,269	69,288	+ 26.0%	
Charlton-East Information Center	92,726	55,984	+ 65.6%	
Charlton-West Information Center	21,606	20,431	+ 5.8%	
Lee Information Center	37,582	20,593	+ 82.5%	
Mansfield Information Center	43,788	42,570	+ 2.9%	
Natick Information Center	15,933	12,293	+ 29.6%	
Plymouth Information Center	171,953	150,306	+ 14.4%	

(a) Site's varied event/exhibit schedule accounts for large swings in attendance.
(b) Old State House: Closed during 1991 for renovation.
(c) *USS Constitution*: Limited admission while ship in drydock.
(d) Edaville RR: Closed pending sale.
(e) Doesn't include October & November.
(f) Doesn't include September & November.
(g) Doesn't include November.
(h) Amtrak: Service runs through mid-September.

	FALL 92	FALL 91	% +/-
AIR (Sep-Nov)	**2,139,649**	**2,109,447**	**+ 1.4%**
Logan Airport	*2,030,623*	*2,015,314*	*+ 0.8%*
Domestic - Inbound & Outbound	1,705,579	1,721,166	-0.9%
International - Inbound & Outbound	325,044	294,148	+ 10.5%
Regional Airports	*109,026*	*94,133*	*+ 15.8%*
Barnstable Airport - Inbound	33,508	28,574	+ 17.3%
Barnstable Airport - Outbound	32,727	27,763	+ 17.9%
Nantucket Airport - Outbound	42,791	37,796	+ 13.2%
RAIL (Sep-Nov)	**182,559**	**188,418**	**-3.1%**
Amtrak	*173,291*	*181,195*	*-4.4%*
Boston Rail Service	172,891	180,992	-4.5%
Cape Cod Rail Service	400	203	+ 97.0%
M.B.T.A.	*9,268*	*7,223*	*+ 28.3%*
Passport Program	9,268	7,223	+ 28.3%
FERRY (Sep-Nov)	**533,016**	**506,831**	**+ 5.2%**
Steamship Authority			
Martha's Vineyard	414,577	389,203	+ 6.5%
Nantucket	118,439	117,628	+ 0.7%
HIGHWAY (Sep-Nov)	**42,073,228**	**41,317,892**	**+ 1.8%**
Massachusetts Turnpike	*7,101,812*	*6,749,420*	*+ 5.2%*
Eastbound at Weston	2,144,714	2,044,938	+ 4.9%
Westbound at Weston	2,262,278	2,153,065	+ 5.1%
Entering at Sturbridge	1,926,273	1,820,611	+ 5.8%
Eastbound at West Stockbridge	768,547	730,806	+ 5.2%
Interstate	*16,987,657*	*16,627,121*	*+ 2.2%*
I91, Northbound at Longmeadow	2,974,617	2,861,115	+ 4.0%
I91, Southbound at Deerfield	1,197,180	1,203,575	-0.5%
I93, Southbound at Andover	4,104,324	4,158,810	-1.3%
I95, Southbound at Georgetown	2,446,432	2,338,146	+ 4.6%
I95, Nouthbound at Attleboro	3,441,683	3,265,913	+ 5.4%
I195, Eastbound at Seekonk	2,823,421	2,799,562	+ 0.9%
Intrastate	*17,983,759*	*17,941,351*	*+ 0.2%*
Route 2, at Concord	3,777,500	3,702,624	+ 2.0%
Route 2, at Orange	655,552	639,236	+ 2.6%
Route 2, at Lancaster	3,572,297	3,712,304	-3.8%
Bourne Bridge	3,155,639	3,034,137	+ 4.0%
Sagamore Bridge	4,138,500	4,025,355	+ 2.8%
Tobin Memorial Bridge	2,684,271	2,827,695	-5.1%

The Massachusetts Travel Barometer samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Mass. Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: PKF Consulting for lodging statistics; Mass. Turnpike Authority and Mass. Highway Department for auto traffic; Massport for Logan Airport traffic; Steamship Authority for ferry traffic.
For more information, please contact Mark McDermott at the Office of Travel & Tourism, (617) 727-3201 x212.

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

MASS. MA32.3:62 ✓

THE MASSACHUSETTS MESSENGER

NUMBER 62
FEBRUARY 1993

COLLECTION
2 1993

Lenox selected as site for new National Music Center

The Berkshire Hills were alive with the sound of music last month when the town of Lenox learned that it had been selected as the site for the new National Music Center. Dick Clark, chairman of the National Music Foundation, made the formal announcement at the foundation's celebrity gala dinner on January 25 in Los Angeles. Lt. Governor Cellucci, Sarah Mann, director, MOTT, and Bill Wilson, executive director, Berkshire Hills Visitors Bureau, led the Massachusetts delegation that attended the dinner. Everyone at the dinner received Massachusetts gift bags full of items donated by seventeen Massachusetts companies. In addition, Lt. Governor Cellucci presented gifts of a framed Norman Rockwell print and a watercolor by Massachusetts artist, Leonard Weber to Dick Clark and Gloria Pennington, president and CEO of the National Music Foundation.

In making the announcement, Clark said, "The musical heritage of the area and the enthusiasm of the Massachusetts government, not to mention the large parcel of land that was donated, made Lenox stand out from the rest." Lenox was one of five proposed sites which included Belchertown, MA; Atlanta; Orlando; and Flagler County, Florida. The National Music Center will be located on the 63-acre site of the former Bible Speaks fundamentalist church. The Berkshire County effort, spearheaded by Bill Wilson, had the complete support of Governor Weld and Stephen Tocco, secretary of economic affairs.

The foundation estimates that the National Music Center will bring approximately 115 new jobs into the Lenox area and will attract an estimated 200,000 visitors to the Berkshires annually for an overall economic impact of $17 million. The new center will include a residence for retired professional musicians, a definitive library of American music, a performance center and the country's only interactive, hands-on museum devoted to American music.

■ GOVERNOR'S CONFERENCE

New look for 1993 conference

This year's Governor's Conference on Travel and Tourism, April 1 and 2, will feature several "firsts" including addresses by Nancy Newhouse, travel editor of the *New York Times* and James Cammisa, editor and publisher, *Travel Industry Indicators*. Newhouse will be the featured speaker at the closing luncheon and Cammisa will present an analysis of the current tourism market and forecast for the near term. Also, for the first time, the reception and Gala Dinner and Awards Ceremony will be held outside of the host hotel at Boston's Museum of Science on April 1. All workshops and the closing luncheon will take place at the Royal Sonesta Hotel/Boston.

Governor Weld will speak at the dinner followed by a

ACTION CHECKLIST

Governor's Conference/p.2
Public Relations Seminar/p.3/4
Golf Guide/p.3

presentation of the tourism leadership and hospitality awards. Houston, Effler & Partners, MOTT's advertising agency will present the brand new spring/summer advertising campaign.

Registration materials for the sixth annual Governor's Conference on Travel & Tourism were mailed in January and reservations are already rolling in. To register, contact Mary Hayes, MOTT, 617-727-3201, ext. 245.

■ INTERNATIONAL

Discover New England wins USTTA grant; launches $500,000 campaign

Following upon the heels of the very successful Harrods Christmas promotion, Discover New England (DNE), the marketing partnership of the six New England state travel offices, learned that it had been awarded a grant for cooperative international marketing from the United States Travel & Tourism Administration (USTTA). Linda Mysliwy, assistant secretary for tourism marketing, USTTA, joined Lt.Governor Cellucci in Boston to announce the partnership and sign the agreement. Under the cooperatively funded program, USTTA will provide an anticipated $122,000 over a three year period: $50,000 in 1993; $40,000 in 1994; and $32,000 in 1995. In 1993, including USTTA's $50,000, DNE will spend a total of $500,000 on its international marketing campaign.

STATS & FACTS

Statewide Hotel Occupancy

Oct	1992	81.5%	+0.3%
	1991	81.3%	
Nov	1992	62.1%	0
	1991	62.2%	
Dec	1992	43.7%	-0.2%
	1991	43.8%	

Year-to-Year Comparison

1992	67.5%	+3.8%
1991	65.0%	

SOURCE: PKF CONSULTING

The New England/USTTA cooperative campaign will focus on the UK, an established market for New England, and France, a new and emerging market. Efforts in the UK will capitalize on the increased visibility New England gained as a result of the Harrods promotion and will include a greater emphasis on travel agent training. Programs in France will target those travelers that have already been to the United States but have not yet discovered the "real America" in New England. DNE plans to hire public relations agencies to represent New England and to conduct regional sales missions in both countries.

Overseas visitation to MA jumps 16%

International travel to Massachusetts continues to be the bright spot, showing double digit growth. According to a tourism study just released by USTTA, 888,000 overseas visitors came to Massachusetts in 1991, a 16% increase. The jump ranked Massachusetts eighth, nationally, in terms of overseas visitation.

International tourism spending in Massachusetts generated 19,000 jobs and $124 million in state, local, and federal tax revenues.

Japan, Massachusetts' second-largest overseas market, showed the greatest increase in visitation, 33.6%. The number o UK visitors to the state rose 25%. International travelers represent 3.4% of visitor volum in Mass. and 12.7% of visitor spending.

Mass. hits prime time

Massachusetts will be the backdrop for a Japanese miniseries which will air on Fuj Television in Japan. Prime time soap operas are extremely popular in Japan. Having Massachusetts chosen as the setting for the thirteen-part miniseries is an incredible opportunity to gain exposure in the state's number-two overseas market. Each episode will be seen by more than six million viewers. The production crew will begin location scouting in late March and filming is scheduled to beg in June.

Asia arrives

MOTT is hosting a welcome reception in honor of the first annual Boston Asian Festival o

ebruary 19 at the State House. he festival will be held at the lynes Convention Center, ebruary 19-21, and will feature sian folk dancing, musicians, crobatics, and specialty foods om local restaurants. MOTT is lso sponsoring a tourist nformation booth at the Hynes.

FAMtastic!!

t's been a busy year for MOTT's international marketing epartment. Since last eptember, the staff has oordinated a record-setting 22 ress and trade fam trips from apan, France, Italy, and the JK.

As a result of the trips, Massachusetts will be featured in everal popular Japanese nagazines including *Le Couer, Brutus, Mrs.*, and *Globetrotter* as vell as *Globetrotter's* travel uide. BBC-TV was here filming documentary, set in Boston, vhich will air in the UK next Christmas.

On the trade side, for the first ime, Northwest Airlines Paris ent 32 travel agents and orporate planners here on two eparate trips. Over Thanksgiving weekend, MOTT osted 100 French travel agents n a TWA-sponsored fam. MOTT coordinated travel agent ams with both American Airlines and Virgin Atlantic in he UK as well.

Our thanks to all the properties, ttractions, restaurants, receptive perators, and transportation ompanies that participated in hese fam trips and helped to nake them so successful.

Par for the course

Greystoke International Publishing, Ltd., a UK company, is producing *Golf America*, a guide to the top eight US golf destinations, one of which is New England. The guide, which will have a circulation of 50,000, will be distributed to major European tour operators, wholesalers, and corporate travel companies as well as through golf pro shops in the UK and Ireland. In addition, copies will be made available to the featured destination's tourism offices and will be sold through the leading UK golf magazines. Greystoke's marketing director, Mike Evans, will be in New England in March to gather material for the guide and to meet with interested advertisers. As he will be traveling throughout New England, Mr. Evans is willing to offer bartered advertising space in exchange for complimentary accommodations. Anyone interested should contact him in the UK by fax: 44 602 603438.

■ GROUP TOUR

Destination Planner hot off the presses

When planning a Massachusetts itinerary, tour operators and incentive travel managers need look no further than the new Massachusetts Destination Planner. The 1993 edition is a complete one-stop reference source for all facilities and services catering to the group tour and incentive markets. For the first time, the guide includes specific information for use by international tour operators. The 142-page planner was distributed to key international tour operators in the UK, Europe, and Japan in addition to being direct mailed to 1,000 selected domestic tour operators. For further information, contact Fred Clifford, MOTT, 617-727-3201, ext. 226.

■ WORLD CUP UPDATE

All geared up

World Cup USA 1994 recently announced the dates for Massachusetts' World Cup Soccer matches. During the first round of play, Foxboro Stadium will host games on June 21, 23, 25 & 30. One "round of 16" game will be played on July 5, and one quarterfinal match will take place July 9, 1994.

■ DOMESTIC

The ABCs of PR

DESTINNATIONS is offering a seminar, "Public Relations and the Marketing Plan," on February 25, 1993, at the Coonamessett Inn in Falmouth. The seminar is open to everyone. The morning session will focus on how to develop a marketing plan and the role of public relations. MOTT's manager of media relations, Ashley McCown, will discuss promotional opportunities with MOTT.

The afternoon session will feature a press panel comprised of: Gail Rudder Kent, editor-in-chief, *Country Inns Bed & Breakfast*; Janice Brand, travel editor, Yankee Publishing; Steve Morgan, travel editor, *Boston*

Herald; and Marilee Crocker, freelance writer and past managing editor, *Meetings & Conventions* and *Travel Weekly*.

Cost of the seminar and workbook is $125 which includes lunch and breaks. For further information and registration, contact DESTINNATIONS, 508-627-4800.

. . . Attention inns and bed & breakfasts!

On February 24, the evening before the pr seminar, Gail Rudder Kent will lead an open forum on innkeeping and the industry at the Coonamessett Inn in Falmouth from 7:00-9:00pm. There is no charge for the forum. Call DESTINNATIONS for further information.

Leisure travel leads the way

According to a recent article in the *Wall Street Journal*, leisure travel is likely to lead the travel industry's recovery this year, while more modest gains are anticipated in business travel. Travel typically grows 50% faster during recoveries than the economy, according to James Cammisa, publisher, *Travel Industry Indicators*. If as many economists predict, the economy grows 2.5% to 3% this year, the travel industry will grow about 4% on a national level.

■ FYI

New Holiday Inn The Holiday Inn in North Adams is scheduled to open in May with 85 rooms. For details, call 413-664-4561.

STATS & FACTS

JULY - DECEMBER

State Lodging Revenues	
FY93	$35.9m
FY92	$32.9m
Change	+9.1%

Local Lodging Revenues	
FY93	$24.1m
FY92	$23.2m
Change	+4.0%

SOURCE: MASSACHUSETTS DOR

AMEX promotes Cape Cod and the islands American Express has selected Cape Cod, Nantucket, and Martha's Vineyard as part of 22 United States destination markets to be promoted nationally through "American Express Explores," a travel guide available free to more than 400,000 cardmembers.

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New home Revolutions and Textiles of the Merrimack Valley Convention & Visitors Bureau has moved to Howe Building, 11 Kearney Square, Lowell, MA 01852, Tel: 508-459-6150; Fax: 508-454-7637.

::

Play money The Bristol County Convention & Visitors Bureau has produced a *Koupons for Kids* book with 55 free admission coupons and 33 discounts. The book is available through its offices in New Bedford and at the Mansfield Information Center. For further information, call 508-997-1250.

Come sail away The masterworks of major Dutch, British, and American artists from the 16th to the 19th century are on display during "The Great Age of Sail: Treasures from the National Maritime Museum of Greenwich, England" at the Peabody & Essex Museum in Salem through June 2. For further information, call 508-745-9500.

■ CONGRATULATIONS

The Boston Park Plaza and Towers received the 1992 Presidential Medal for Environmental Quality Management for its environmental action program.

Linda McConchie has been appointed director of Salem's new Office of Tourism and Cultural Affairs, for information call, 508-745-9595.

The Department of Environmental Management won the Top Honor Award from Washington D.C.'s Waterfront Center. The award recognizes DEM's work in interpreting Lowell's historic canal system through a linear state park.

The newly re-elected members c the Governor's Advisory Committee on Travel & Tourisr are: ***Mike Frucci, chair; Sheila Martines Pina, vice chair; and Ted Lehne, secretar***

Messenger Editors:
Ashley McCown
Candace Coakley

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

MASS. MA32.3: 63

THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
APR 2 - 1993
University of Massachusetts Depository Copy

NUMBER 63
APRIL 1993
SPECIAL EDITION: WINTER 1993 TRAVEL BAROMETER

Banner season for ski areas; attractions snowed under

This was the winter that fulfilled all the wildest dreams of Massachusetts' ski operators. Abundant snow on the slopes and in the cities brought skiers out in droves. Ski areas reported increases of 20% or more in skier days. Museums and attractions, however, were left out in the cold: attendance dropped 10% overall.

Domestic traffic at Logan rose 2.1% and international arrivals and departures continued to grow but at a slower rate than last fall (3.6% vs. 10.5%). Highway traffic was at a standstill.

December's statewide hotel occupancy rates were down 0.2%, but January occupancy jumped almost 20%. Year-end numbers were positive but the 3.8% increase in occupancy in 1992 came at the expense of room revenues; the average daily room rate slipped 0.5% for the year.

MASSACHUSETTS TRAVEL BAROMETER, WINTER 1993

	WINTER 93	WINTER 92	% +/-
ATTENDANCE SUMMARY (Dec-Mar)	**2,795,703**	**2,950,602**	**-5.2%**
Museums & Attractions	1,426,370	1,586,091	-10.1%
State & Nat'l Beaches	427,485	518,765	-17.6%
State & Nat'l Parks	204,691	204,343	+ 0.2%
Ski Areas	518,695	432,054	+ 20.1%
Information Centers	218,462	209,349	+ 4.4%
TRAFFIC SUMMARY (Dec-Mar)	**36,580,371**	**36,457,111**	**+ 0.3%**
Air	4,902,715	4,780,883	+ 2.5%
Rail	274,471	273,063	+ 0.5%
Ferry	234,436	243,059	-3.5%
Highway	31,168,749	31,160,106	+ 0.0%

LODGING	**Statewide**			**Boston**		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
December	43.7%	43.8%	- 0.2%	46.8%	49.1%	- 4.6%
January	51.6%	43.1%	+19.7%	56.5%	45.6%	+23.8%
February	55.7%	55.6%	+ 0.1%	59.8%	60.7%	- 1.6%

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

	WINTER 93	WINTER 92	% +/-
MUSEUMS AND ATTRACTIONS (Dec-Mar)	**1,426,370**	**1,586,091**	**-10.1%**
Greater Boston			
Adams National Historic Site	¦--- closed for the season ---¦		
Boston Tea Party Ship & Museum	0	742	100.0% (a
Bunker Hill Pavillion	¦--- closed for the season ---¦		
Children's Museum	90,126	102,635	-12.2%
Computer Museum	19,421	19,375	+ 0.2%
DeCordova Museum	13,068	8,687	+ 50.4%
Franklin Park Zoo	12,107	9,300	+ 30.2%
John Hancock Observatory	23,356	43,245	-46.0% (b
Harvard University Art Museums	15,108	19,777	-23.6% (c
Institute of Contemporary Arts	5,992	11,273	-46.8%
Isabella Stewart Gardner Museum	29,623	25,645	+ 15.5%
John F. Kennedy Library & Museum	24,361	23,160	+ 5.2%
The Mapparium	13,907	18,605	-25.3%
MIT Museum	58,450	58,600	-0.3%
Museum of Fine Arts	194,925	210,804	-7.5%
Museum of Our National Heritage	11,921	11,766	+ 1.3%
Museum of Science	391,306	386,470	+ 1.3%
New England Aquarium	214,100	252,222	-15.1%
Old State House	8,929	0	+ 0.0%
Paul Revere House	10,750	12,097	-11.1%
Stone Zoo	5,849	0	+ 0.0%
USS Constitution	16,588	55,900	-70.3%
USS Constitution Museum	7,877	7,800	+ 1.0%
North of Boston			
Hammond Castle Museum	3,450	4,236	-18.6%
House of Seven Gables	9,670	10,918	-11.4%
Museum of American Textile History	1,224	986	+ 24.1%
Peabody & Essex Museum	17,016	15,047	+ 13.1%
Salem Maritime Nat'l Historic Site	31,913	48,238	-33.8%
Worcester			
Fruitlands Museums	¦--- closed for the season ---¦		
Higgins Armory Museum	10,087	13,435	-24.9%
New England Science Center	18,850	26,423	-28.7%
Old Sturbridge Village	27,214	32,772	-17.0%
Whalom Park	¦--- closed for the season ---¦		
Pioneer Valley			
Basketball Hall of Fame	23,336	23,307	+ 0.1%
Connecticut Valley Historical Museum	6,520	6,639	-1.8%
Historic Deerfield	1,306	1,406	-7.1%
Holyoke Children's Museum	11,121	14,780	-24.8%
Riverside Park	¦--- closed for the season ---¦		
George Walter Smith Art Museum	11,356	11,965	-5.1%
Springfield Armory Nat'l Hist. Site	2,847	3,071	-7.3%
Springfield Museum of Fine Arts	11,420	9,414	+ 21.3%
Springfield Science Museum	24,705	27,227	-9.3%
Berkshires			
Berkshire Museum	9,685	11,701	-17.2%
Clark Art Institute	14,367	17,761	-19.1%
Hancock Shaker Village	¦--- closed for the season ---¦		
Norman Rockwell Museum	12,694	15,147	-16.2%
Tanglewood Music Festival	¦--- closed for the season ---¦		

	WINTER 93	WINTER 92	% +/-	
MUSEUMS AND ATTRACTIONS (cont)				
Plymouth County				
Edaville Railroad	¦--- closed for the season ---¦			
Plimoth Plantation/*Mayflower II*	¦--- closed for the season ---¦			
Bristol County				
Great Woods Performing Arts Center	¦--- closed for the season ---¦			
New Bedford Whaling Museum	6,350	6,168	+ 3.0%	
Cape Cod				
Heritage Plantation	¦--- closed for the season ---¦			
Pilgrim Monument & Museum	1,891	4,849	-61.0%	(g)
Sandwich Glass Museum	1,584	2,498	-36.6%	(h)
BEACHES (Dec-Mar)	**427,485**	**518,765**	**-17.6%**	
Cape Cod National Seashore	378,606	432,689	-12.5%	
Crane Memorial Reservation	4,477	6,800	-34.2%	
Horseneck Beach State Reservation	23,347	16,161	+ 44.5%	
Salisbury Beach State Reservation	21,055	63,115	-66.6%	
PARKS (Dec-Mar)	**204,691**	**204,343**	**+ 0.2%**	
Fall River Heritage State Park	13,667	9,483	+ 44.1%	
Lowell National Historical Park	69,335	65,132	+ 6.5%	
Minuteman National Historical Park	73,447	90,629	-19.0%	
Mt. Greylock State Reservation	8,450	8,083	+ 4.5%	
Nickerson State Park	5,779	5,649	+ 2.3%	
Harold Parker State Forest	5,364	5,633	-4.8%	
Skinner/Holyoke Range State Park	14,935	14,890	+ 0.3%	
Wells State Park	2,570	2,785	-7.7%	
Western Gateway Heritage State Park	11,144	2,059	+441.2%	(i)
SKI AREAS (Dec-Mar)	**518,695**	**432,054**	**+ 20.1%**	
Brodie Mountain	225,000	182,000	+ 23.6%	
Jiminy Peak Mountain Resort	¦----- no data available -----¦			
Wachusett Mountain	293,695	250,054	+ 17.5%	
INFORMATION CENTERS (Dec-Mar)	**218,462**	**209,349**	**+ 4.4%**	
Boston Nat'l Hst Park Visitor Center	49,509	40,987	+ 20.8%	
Boston Common Information Booth	26,745	29,855	-10.4%	
Charlton-East Information Center	16,964	24,175	-29.8%	
Charlton-West Information Center	11,746	10,505	+ 11.8%	
Lee Information Center	11,977	12,109	-1.1%	
Mansfield Information Center	26,229	28,388	-7.6%	
Natick Information Center	5,061	6,222	-18.7%	
Plymouth Information Center	70,231	57,108	+ 23.0%	

(a) Tea Party Ship: closed during Winter months for renovations.
(b) Hancock Observatory: closed from 1/25/93 for renovations.
(c) Winter '93 weather sited for decline.
(d) Stone Zoo: closed before June '92.
(e) Ship is in Drydock.
(f) Wharves & parking lot closed to public.
(g) Pilgrim Monument: opened only weekends in Winter '92 period.
(h) Sandwich Glass Museum: closed Jan 93.
(i) Visitor Center & Restaurant closed during Winter '92 Period.
(j) December data only.
(k) Does not include February data. (l) Eastbound Only

	WINTER 93	WINTER 92	% +/-
AIR (Dec-Mar)	**4,902,715**	**4,780,883**	**+ 2.5%**
Logan Airport	*4,840,341*	*4,731,305*	*+ 2.3%*
Domestic - Inbound & Outbound	4,146,988	4,062,170	+ 2.1%
International - Inbound & Outbound	693,353	669,135	+ 3.6%
Regional Airports	*62,374*	*49,578*	*+ 25.8%*
Barnstable Airport - Inbound	20,582	16,337	+ 26.0%
Barnstable Airport - Outbound	20,527	16,262	+ 26.2%
Nantucket Airport - Outbound	21,265	16,979	+ 25.2%
RAIL (Dec-Mar)	**274,471**	**273,063**	**+ 0.5%**
Amtrak			
Boston Rail Service	270,159	270,045	+ 0.0%
Cape Cod Rail Service	¦--- closed for the season ---¦		
M.B.T.A.			
Passport Program	4,312	3,018	+ 42.9%
FERRY (Dec-Mar)	**234,436**	**243,059**	**-3.5%**
Steamship Authority			
Martha's Vineyard	186,849	193,422	-3.4%
Nantucket	47,587	49,637	-4.1%
HIGHWAY (Dec-Mar)	**31,168,749**	**31,160,106**	**+ 0.0%**
Massachusetts Turnpike	*5,887,763*	*5,909,327*	*-0.4%*
Eastbound at Weston	1,880,562	1,874,364	+ 0.3%
Westbound at Weston	1,976,746	1,963,307	+ 0.7%
Entering at Sturbridge	1,500,466	1,525,759	-1.7%
Eastbound at West Stockbridge	529,989	545,897	-2.9%
Interstate	*13,186,940*	*12,893,158*	*+ 2.3%*
I91, Northbound at Longmeadow	2,703,553	2,729,608	-1.0%
I91, Southbound at Deerfield	335,668	374,511	-10.4%
I93, Southbound at Andover	2,616,865	2,503,436	+ 4.5%
I95, Southbound at Georgetown	2,007,448	1,903,382	+ 5.5%
I95, Nouthbound at Attleboro	3,064,695	2,885,824	+ 6.2%
I195, Eastbound at Seekonk	2,458,711	2,496,397	-1.5%
Intrastate	*12,094,046*	*12,357,621*	*-2.1%*
Route 2, at Concord	1,800,748	1,792,959	+ 0.4%
Route 2, at Orange	674,133	721,396	-6.6%
Route 2, at Lancaster	3,160,772	3,370,994	-6.2%
Bourne Bridge	2,353,114	2,309,265	+ 1.9%
Sagamore Bridge	1,618,167	1,503,000	+ 7.7%
Tobin Memorial Bridge	2,487,112	2,660,007	-6.5%

The Massachusetts Travel Barometer samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Mass. Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: PKF Consulting for lodging statistics; Mass. Turnpike Authority and Mass. Highway Department for auto traffic; Massport for Logan Airport traffic; Steamship Authority for ferry traffic.
For more information, please contact Mark McDermott at the Office of Travel & Tourism, (617) 727-3201 x212.

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

Mass. MA32.3:64

THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
MAY 1 1993
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NUMBER 64
MAY 1993

Abbie R. Goodman named new Massachusetts tourism director

Secretary of Economic Affairs Stephen P. Tocco has appointed Abbie R. Goodman as executive director of the Massachusetts Office of Travel & Tourism. The announcement was made at a press briefing held by Lt. Governor Cellucci and Secretary Tocco on April 20. Goodman was formerly the executive director of the state Office of International Trade.

"The international tourism market is one of Massachusetts' most exciting opportunities for growth," said Lt. Governor Paul Cellucci. "Considering the high priority the Governor and I place on the development of the tourism industry, we need someone of Abbie's caliber to lead MOTT."

"Abbie brings with her several years of marketing, management and international experience," said Tocco. "I have full confidence that she'll produce the same results for the tourism industry as she did for companies she introduced to the export market."

"I look forward to helping the tourism industry in Massachusetts play its part in promoting the Commonwealth here at home, across the nation and around the world," said Goodman. "One of my first priorities will be to forge strong relationships with the regional tourist councils and the entire hospitality industry."

Goodman served as executive director for the state Office of International Trade (MOIT) since June, 1991. She worked for MOIT since December 1988, when she was hired as a project manager. Prior to joining MOIT, she worked at the Massachusetts Corporation for Educational Telecommunications for five years, rising to director of marketing. Goodman has also served in the Mayor's Office of Cable Communications in Boston.

Goodman is a graduate of Chatham College in Pittsburgh, Pennsylvania. She and her husband live in Wellesley.

GOVERNOR'S CONFERENCE

Conference reigns supreme

Two days of non-stop rain couldn't keep record-breaking crowds from attending the sixth annual Governor's Conference on Travel & Tourism, April 1 & 2, at the Royal Sonesta Hotel/Boston in Cambridge.

More than 900 people enjoyed the Gala Dinner and Awards Ceremony at the Museum of Science and 630 people were in attendance for the two days of workshops and speeches.

In her last appearance as MOTT's director, Sarah Graham Mann received a proclamation from Governor Weld. She thanked the industry for their support and kindness during her two year tenure. Mann now

ACTION CHECKLIST

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Provincetown Video/p.4

heads up Discover New England, a cooperative marketing partnership of the six New England states.

Governor Weld presented leadership and hospitality awards to 19 individuals who have made a significant contribution to the state's tourism industry.

AND THE WINNER IS...

Tourism Leadership Awards
Senator Louis Bertonazzi
Thomas Flatley
Linda Mysliwy
"Chronicle," WCVB-TV
Northwest Airlines,
Atlantic Region
Road to Responsibility

Tourism Hospitality Awards
Floyd Andrus,
Franklin County
Renee Balter,
Martha's Vineyard
Louise Conway, Nantucket
Tony Coviello, Greater Boston
Fred Crockett, Cape Cod
Helen & Bill Daniels,
Mohawk Trail
Mary Ellen Hebert,
Berkshire Hills
David LaFrance,
Worcester County
Florence Martin,
Plymouth County
Kathy Martins,
Greater Springfield
Margaret Rice,
North of Boston
Ann Stacey, Bristol County
Wendy Young,
Merrimack Valley

Lifetime Achievement Award
Crawford Lincoln, president,
Old Sturbridge Village

■ DOMESTIC

Making it memorable in Massachusetts

The Office of Tourism and its advertising agency, Houston, Effler & Partners of Boston, recently launched an aggressive new summer advertising campaign in a bid to become the number one choice for New York and Philadelphia area residents planning short, getaway vacations this summer. The $4.2 million campaign, which runs through July, includes 30-second television spots, four-color magazine advertisements, and, for the first time, black-and-white newspaper ads. The ads position Massachusetts as the perfect getaway destination where visitors can relax and take a short break from their busy lives. As the headline for one print ad says, "Great Vacations Aren't Judged By How Long They Last, But How Long They're Remembered."

TV ads will be seen during such shows as Wheel of Fortune, the Cheers finale, Good Morning America and 20/20. The campaign was unveiled during the Sixth Annual Governor's Conference on Travel & Tourism.

All of the ads are targeted at affluent, college-educated consumers, 25-54 years old, who are familiar with Massachusetts but haven't visited in the last 12 months. The campaign is projected to reach 19 million potential travelers an average of 22 times throughout the spring and summer.

In addition to the primary New York and Philadelphia campaign, English and French-language ads will also target travelers in Montreal.

Consumers who want more information about Massachusetts can pick up the 60-page *Massachusetts Summer Getaway Guide* at 259 CVS pharmacy stores in the New York and Philadelphia metropolitan areas or call the state's toll free phone 1-800-447-MASS.

The new guide is designed to be a one-stop source of planning information for busy consumers and includes a special section on family attractions, a whale watch guide, a calendar of events and a list of hotels. The guide was produced by the Otto Group, Northampton, MA.

Wheel spins into Boston

Wheel of Fortune, the most widely-viewed and popular television game show in history, was in Boston, April 9-11, to tape two weeks of shows at Boston's Wang Center for the Performing Arts. In addition, locations shots were done at 37 sites in Boston, Cambridge and Salem. A montage of Massachusetts scenes will open each show, while Vanna White will be featured at other locations showcasing prize giveaways. More than 100 million viewers worldwide will see the ten, half hour shows, May 10-21. (The state's television spots will be airing during the Wheel of Fortune broadcasts in New York and Philadelphia).

The production was a cooperative effort of WHDH-T

Channel 7, MOTT and the Greater Boston Convention and Visitors Bureau. MOTT supported the project with a $125,000 grant to help defray production costs and worked with the show's producers to select appropriate historic and scenic locations.

The exposure Massachusetts will receive as a result of the show is the equivalent of at least $2 million worth of advertising time. The shows airing in May will attract national attention to Boston and the state at the same time people are making their summer travel plans.

Mass budget in top ten

Massachusetts' combined tourism marketing and regional grant program budgets rank 6th of all states, according to the USTDC's *1992-93 Survey of State Travel Offices*. Illinois' $24 million budget remains the highest in the nation, followed by Hawaii, Texas, Florida and Louisiana. New York, once a high flyer, now ranks 19th. The rankings were based on projected budgets provided by state travel offices.

Museums on the move

Two Massachusetts museums have recently made the move to new locations. After 23 years on Main Street, the Norman Rockwell Museum in Stockbridge recently moved to a new location just two miles outside of town. The 100,000 piece collection is now housed in a $4.3 million Greek Revival-style building, designed by Robert A.M. Stern. The opening of the new museum in Stockbridge marks the first in a series of celebrations of the centennial of Rockwell's birth. For more information, call 413-298-4100.

The region's rich tradition of sports has been preserved in the Sports Museum of New England since 1977. On April 22, the museum moved to a new home at the CambridgeSide Galleria. The museum is the only one of its kind in America dedicated to *all* sports. For further information call, 617-78-SPORT.

■ WORLD CUP UPDATE

Get on the ball

To get Massachusetts fans pumped up for World Cup Soccer '94, there will be a US Cup '93 match between USA and England, June 9 at Foxboro Stadium. For ticket information, call 617-227-3206, ext. 267. Stay tuned: Final team selections for World Cup games will be announced in December.

■ TRENDWATCH

Neighbors from the north

The typical Canadian visitor to Massachusetts comes primarily for leisure purposes, stays in a hotel, drives from Ontario or Quebec, visits in the summer or early fall, and stays 4 nights. That's the top-line data from a newly-published study by the United States Travel and Tourism Administration. USTTA's *Canadian Travel to the United States, 1990-1991* provides a quick-reference guide to overnight travel by Canadians to the U.S. The publication reports that, in 1991, the total number of person trips to the U.S. was 122.2 million, an increase of 9 percent over 1990. Spending totalled $6.73 billion, an increase of 15 percent.

In 1991, 601,000 Canadians stopped in the Bay State and spent a total of $128 million.

TRENDWATCH

Canadian Visitors to Massachusetts in 1991

Purpose of visit	
Vacation/VFR	71%
Business	16%
Other	13%
Accommodation	
Hotels, motels	57%
Friends/relatives	21%
Camping	9%
Transportation	
Auto	67%
Air	20%
Source	
Ontario	43%
Quebec	33%
Novia Scotia	9%
Season	
July-Sep	45%
Apr-June	26%
Oct-Dec	19%
Jan-March	10%
Length of Visit	4.3 nights

SOURCE: USTTA

■ CONGRATULATIONS

Andrew Harper's Hideaway Report and *USA Today* surveyed the response time of state tourist offices nationwide. In both surveys, Massachusetts came in first by getting vacation information in the hands of callers in just three days.

Massachusetts also topped national statistics in a recent *USA Today* Snapshot featuring the states with the most national historic places. Massachusetts led the way with 3,427. Ohio, New York, Kentucky and Pennsylvania followed behind.

The Children's Museum is a bonafide octogenarian celebrating its 80th birthday this summer with an array of special events and activities. For additional information, call the museum's What's Up Line, 617-426-8855.

Matthew Coggins is the new executive director of Revolutions and Textiles of the Merrimack Valley Convention and Visitors Bureau. Revolutions and Textiles CVB also has a new home, 18 Palmer Street, Lowell, MA 01852 and a new toll-free number, 1-800-443-3332.

Massachusetts ski areas wrapped up a marathon ski season with lots of snow and excellent conditions. Jiminy Peak capped its record-breaking season with free skiing on May 1. Wachusett Mountain stayed open until April 25, taught 40,000 ski lessons and sold 4 tons of hot chocolate.

Plymouth National Wax Museum, the only wax museum in New England, is celebrating its 25th anniversary. Located atop historic Cole's Hill, overlooking Plymouth Rock, the museum presents the Pilgrim story in 26 separate tableaux. For information, 508-746-6468.

Emily Curran has been named executive director of the Old South Meeting House in Boston.

STATS & FACTS

FY92 State Lodging Tax Collections

County	**$(x000)**
Suffolk	$19,075
Middlesex	$11,361
Barnstable	$ 7,111
Essex	$ 3,408
Norfolk	$ 3,102
Worcester	$ 2,713
Berkshire	$ 2,434
Hampden	$ 1,841
Bristol	$ 1,226
Nantucket	$ 1,039
Plymouth	$ 917
Dukes	$ 865
Hampshire	$ 544
Franklin	$ 228
Total	**$55,864**

SOURCE: MASSACHUSETTS DOR

■ FYI

Take the T The MBTA Passport Program is a great way for visitors to get around the area. Travelers can buy the passport for one, three or seven days. For more information, call the MBTA, 1-800-392-6100.

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Extra! Extra! Extra copies of the *Travel Research Source List*, the handout at the Governor's Conference workshop on research, are available from MOTT. The list consists of sources of information and data for general consumer trends, national travel trends and the Massachusetts travel industry. For a free copy, write Jonathan Hyde at MOTT.

::

P'Town promo Just in time for summer, a new promotional video of Provincetown is now available from the town's Municipal Advertising Committee. The eight-minute video introduces both travel professionals and travelers to the charms of Provincetown. Members of the travel trade may obtain a free copy of *Provincetown* by sending a request on letterhead to: Town of Provincetown Municipal Advertising Committee, Box 815, Provincetown, MA 02657.

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New management Westin Hotels & Resorts took over management of the former Waltham Vista Hotel. The three year old, $52.5 million hotel will now be called the Westin Hotel, Waltham.

::

Messenger Editors:
Ashley McCown
Candace Coakley

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

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THE MASSACHUSETTS MESSENGER

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Tour de Tourism rolls across state

The Tour de Tourism, a series of local bike tours to bring MOTT's new Executive Director, Abbie R. Goodman, through the different regions of the state, officially began on June 2 in Salem. An enthusiastic group of North Shore bicyclists and a warm, sunny day greeted Goodman and MOTT staffers as they pedaled through historic Salem. Drizzle didn't dampen the spirits of local officials or the MOTT staff on June 9, when the Tour de Tourism rode through Plymouth County. The Worcester County and Greater Springfield legs of the Tour de Tourism were back-to-back successes on June 30 and July 1, two sun-drenched days in Central Massachusetts. A large group of bikers withstood record-breaking temperatures while touring through Bristol County, July 7. The tour hit the hills in Franklin County on July 20 and the Berkshires on July 21. Other tours will be scheduled into early fall.

The Tour de Tourism includes a bike tour in each region with stops along the way at selected museums, attractions and state parks. Local officials and members of the tourism industry are invited to ride along. Many thanks go to: Brown's Bicycle Shop of Beverly; Yester'Year Cyclery of New Bedford; and Bicycles Unlimited of Greenfield for supplying bicycle rentals and helmets on tours through local regions. Seacoast Cycle of Scituate outfitted cyclists on four of the trips.

MOTT is working with the regional tourist councils in each area to coordinate the tours. Anyone interested in joining the Tour de Tourism should contact their RTC. For more information, contact Michele Ellicks, MOTT, 617-727-3201, ext. 222.

■ DOMESTIC

A sign of things to come

In her second month in office, Abbie R. Goodman is already working on a plan to address the state's infrastructure problems. MOTT is spearheading an effort along with the Executive Office of Transportation and Construction and the Executive Office of Environmental Affairs to develop a comprehensive plan for tourism-related infrastructure improvements.

Specifically, the plan will tackle three areas: signage; information centers; and restroom facilities.

To ensure that each region's particular issues are represented, Goodman has asked the directors of the regional tourist councils to draw up a list of their top ten priorities. Their issues, along with the Department of Environmental Management's programs for improvements in the state's forests and parks, will be incorporated into the final plan. A final version for the Governor's review is expected to be completed by the end of September.

ACTION CHECKLIST

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MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

Massachusetts TV

Summer is the time for blockbuster movies, and the state has its own hot release: a new Massachusetts video. Produced by Houston, Effler & Partners, Inc., this is the first promotional video ever created by MOTT for use by the travel trade and media. The six-minute tape, narrated by Kenny Young, a doorman at the Ritz-Carlton Boston, introduces viewers to Massachusetts' historic and cultural sites, natural resources, outdoor activities, cuisine, shopping and nightlife.

The video will be available for promotional purposes including broadcast footage; on a loan basis to out of state tour operators; and for use internationally. The video will be used, overseas, at trade shows and during sales missions. French, German and Japanese versions will be available by late summer. Half-inch and three-quarter-inch as well as PAL and SECAM versions are available. The 13 regional tourist councils have copies of the video to loan.

■ INTERNATIONAL

MASS scores big at Pow Wow

Massachusetts had a strong showing at POW WOW, May 22-26, in New Orleans with more than 40 state delegates attending the show. MOTT, Massachusetts Convention Center Authority, Massport and the Greater Boston Convention & Visitors Bureau hosted a "Midnight Brunch" to promote Massachusetts as one of the venues for World Cup '94 games. The bash was a big score with the more than 400 international tour operators, airline representatives and agents that attended.

Mass distribution

Eleven thousand Japanese travel agents and operators received a special Massachusetts supplement in the April edition of *Travel Management,* a top Japanese travel trade publication. MOTT sponsored the special section, marking the first time the state has ever had a comprehensive planning piece available to the Japanese travel trade. The response to the 20-page, four-color piece has been extremely enthusiastic and requests for additional guides continue to roll in. MOTT will use overruns of the Massachusetts supplements at trade shows and during sales missions.

Parlez-vous Massachusetts?

Massachusetts scored another first -- this time in France -- as MOTT and Massport co-sponsored an incentive mission in France, June 14-18. Olympia Brescia from MOTT, Sal Starling from Massport and a private-sector delegation met with French incentive managers and airline representatives and hosted a travel trade reception. TWA was the airline sponsor for the mission.

New PR agencies on board

MOTT has expanded its international marketing efforts by hiring three new public relations agencies to represent the state in key markets. The new firms are: Adam and Partner in Frankfurt, Germany; Express Conseil in Paris, France; and Melaine Communications Group in Toronto, Canada. Promotional efforts will continue in the UK and Japan where Massachusetts has had representation for the past three years.

Looking ahead

To meet the demand for more in-depth travel planning information in the UK, the state's number-one overseas market, as well as the growing markets of France and Germany, MOTT is developing a new travel trade piece. The new Massachusetts planner, which will be translated into French and German, will include information on historic and cultural attractions, outdoor activities, seasonal events and transportation. The new guides are scheduled for delivery in October. Stay tuned.

■ CANADA

Cruising in Canada

Massachusetts made a big splash with the Canadian travel industry on June 8, when the state hosted a one-day mini fam for 150 of Canada's top tour operators, travel agents and travel trade press. The group

lew to Boston on Canada 3000 Airlines as part of a promotion o introduce its new Airbus A320 aircraft. Canada 3000 is he air partner for Canada's remier tour operators. The roup sailed aboard a Boston Harbor Cruises boat to the .F.K. Library & Museum for a uncheon presentation. After unch they took a trolley tour round Boston, followed by a quick shopping stop at Faneuil Hall Marketplace. The day was . huge success and generated nany ideas for new itineraries. The mini-fam was sponsored by MOTT, Massport, Greater Boston CVB, Boston Harbor Cruises, the J.F.K. Library & Museum and Canada 3000.

The trip was the first project coordinated by the state's new Canadian public relations gency, Melaine Communications Group, Inc.

■ GROUP TOUR

Fam tour series hits the road again

MOTT and the regional tourist councils will be inviting domestic and Canadian tour planners to visit the state for the "Experience Massachusetts Fam Tour Series." The series kicks off this fall with the "Best of the West" tour, September 12-15, 1993. The fam will take participants through Boston, Springfield and the Pioneer Valley, and the Berkshire Hills. The other three tours in the series are: "Shore Adventures," in April 1994; "Travel Through Time," in September 1994; and "City Lights, Seaside Delights," in April 1995.

Each fam trip will include stops at major historic and cultural sites, time for shopping and a business exchange where tour operators can meet with local suppliers.

For information on the fam tour series, call Fred Clifford, MOTT, 617-727-3201, ext.226.

Tour biz up

The first-quarter *Tour Industry Outlook*, conducted by the National Tour Association (NTA), reported a steady escorted tour market and an increase in the number of trips offered in 1993. Fifty-three percent of all tour operators that responded to the survey said current 1993 sales were ahead of the same period last year and 39% said they were offering more tours in 1993 than at the same time last year.

STATS & FACTS

Statewide Hotel Occupancy

Apr 1993	69.3%	+5.1%
1992	66.0%	
May 1993	73.8%	+5.1%
1992	73.4%	
YTD 1993	63.3%	+6.2%
1992	60.4%	

SOURCE: PKF CONSULTING

■ CONGRATULATIONS

Agency award Houston, Effler & Partners, Inc., MOTT's advertising agency, won a 1993 Best of Broadcasting Award for the spring 1992 television spot.

Don't goooooooo.... Ashley McCown, MOTT's PR maven for the past seven years, is leaving the MOTT-ly Crew. She has accepted a position as Account Supervisor with Bishoff Solomon Communications in Boston. We'll miss you big time, Ashley!

Welcome to MOTT's latest addition, Kara DiFruscia, who will work closely with Executive Director Abbie R. Goodman managing special projects. Kara can be reached at 617-727-3201, ext. 244.

■ FYI

Volunteers needed The Citizens Democracy Corps is seeking volunteers with expertise in tourism development to serve with its Citizens Volunteer program in Central and Eastern Europe. Interested? Fax resume to: Citizen's Democracy Corps, Fax: 202-872-0923.

::

Governor's Conference '94 Requests for proposals to host the 7th Annual Massachusetts Governor's Conference on Travel & Tourism are on their way to the RTCs. For details, call Mary Hayes, MOTT, 617-727-3201, ext. 245.

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REGIONAL NEWS

PLYMOUTH The Plymouth County Development Council and the Massachusetts Office of Travel and Tourism coordinated the itinerary for the production crew of "Going Our Way," a weekly travel feature broadcast on TNN - The Nashville Network. An estimated 8 to 10 million viewers will see the half-hour special on Plymouth when it airs later this year. And speaking of going our way, on July 22, a 10-member delegation from Plymouth is headed over to Shichigahama, Plymouth's sister city in Japan. The group will take part in the grand opening of an international village, featuring a reproduction of the Fort House from Plimoth Plantation. For more information, call Plymouth County Development Council, 617-826-3136.

BRISTOL COUNTY The HMS *Bounty* arrived in her new home, Fall River, on June 18. For the past 25 years, the replica of the period ship *Bounty* has been part of permanent maritime exhibit in Florida. She will be berthed at State Pier for the summer viewing season, and will be open to visitors. For information, call Bristol County Convention and Visitors Bureau, 508-997-1250.

NORTH OF BOSTON Salem and the North Shore welcome *The Spirit of Massachusetts*, a 125-foot schooner, into Salem Harbor, August 1-7. *The Spirit* has sailed from Nova Scotia to the Caribbean as an ambassador for the Commonwealth of Massachusetts and will make a special sail on Salem Harbor, August 2, as part of "The Friendship Project." For information, call Linda McConchie, Salem Office of Tourism and Cultural Affairs, 508-745-9595.

NANTUCKET The island should be garnering even more media coverage than usual now that the Chamber of Commerce has hired a new PR firm, CM Communications. The Boston-based agency will focus on increasing tourism to the island in the shoulder season while continuing to preserve Nantucket's environmental integrity.

::

Big E the 72nd annual edition of "New England's Great State Fair," at the Eastern States Exposition in West Springfield, will run September 15-26. For information on brochure distribution, contact Steve Walsh, MOTT, 617-727-3201, ext. 239.

::

Putting On the Ritz The Ritz-Carlton Boston celebrated its 65th anniversary with the re-opening of the old "Ritz Roof," which operated from 1933 through 1946. The roof is open to the public for dinner and dancing. For information, call 617-536-5700.

Hotel news June marked the opening of the new Harborside Hyatt Conference Center & Hotel at Logan International Airport. Boston's newest hotel offers a spectacular view of the Boston skyline. For more information, call 617-568-1234.

::

New map Visitors traveling along the Massachusetts Turnpike can pick up a new MassPike Pioneer Valley Visitors' Map. The map which includes 25 attractions and points of interest throughout the Pioneer Valley, is available at the MassPike information centers in Lee, Charlton and Natick and through the Greater Springfield CVB.

::

Up to date MOTT is in the process of updating its accommodations listings. Please keep an eye out for mailings which will go directly to properties. If you are not listed and would like to be, contact Kim Kennedy, MOTT, 617-727-3201, ext. 221.

::

Summer salute The Massachusetts National Guard plans to reinstate Colors Ceremonies on the State House steps during the month of August. Fife and drum groups, changing of the guard and mounted demonstrations will also be featured. For more information, call 800-362-4452.

::

Messenger Editors:
Ashley McCown
Candace Coakley

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

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THE MASSACHUSETTS
M·E·S·S·E·N·G·E·R

NUMBER 66
SEPTEMBER 1993

SPECIAL EDITION: SPRING/SUMMER 1993 TRAVEL BAROMETER

Summer Season Shows Moderate But Uneven Growth

This Summer's tourism results aptly mirrored the general state of the economy: modest growth but confusing, and sometimes conflicting, signals. Lodging facilities were the major beneficiaries with occupancy rates up from March to August ranging from 2% to 6%. Occupancy YTD through August was up 4.3% compared to the same period in 1992.

Strong doses of sunshine drove visitors to the beaches (up 5.4%). Cape Cod hotel occupancy was up 9 to 10% all Summer, and to the islands ferry traffic rose 3.8%.

Museum and attractions were not so fortunate with attendance dropping 6.0%. In addition to the weather that kept many visitors outdoors, attractions appear to have suffered from consumers' tight grip on their wallets as they remain confused about the economy's slow growth and job losses caused by corporate downsizing.

ASSACHUSETTS TRAVEL BAROMETER, SPRING/SUMMER 1993

	SPG/SUM 93	SPG/SUM 92	% +/-
TTENDANCE SUMMARY (Mar-Aug)	**16,597,417**	**16,978,503**	**-2.2%**
Museums & Attractions	7,863,147	8,368,265	-6.0%
State & Nat'l Beaches	5,548,728	5,265,592	+ 5.4%
State & Nat'l Parks	2,007,812	2,176,989	-7.8%
Information Centers	1,177,730	1,167,657	+ 0.9%
RAFFIC SUMMARY (Mar-Aug)	**87,533,090**	**86,734,344**	**+ 0.9%**
Air	8,300,987	7,932,456	+ 4.6%
Rail	473,438	455,742	+ 3.9%
Ferry	1,500,065	1,444,481	+ 3.8%
Highway	77,258,600	76,901,665	+ 0.5%

GOVERNMENT DOCUMENTS COLLECTION
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ODGING	**Statewide**			**Boston**		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
March	61.7%	60.5%	+ 2.0%	67.0%	66.3%	+ 1.1%
April	69.3%	66.0%	+ 5.1%	77.5%	73.1%	+ 6.0%
May	73.8%	73.4%	+ 5.1%	80.6%	81.0%	+ 6.0%
June	76.6%	74.3%	+ 3.1%	84.9%	81.2%	+ 4.6%
July	77.3%	72.9%	+ 6.0%	83.5%	78.7%	+ 6.2%
August	82.6%	80.6%	+ 2.4%	87.2%	87.3%	- 0.0%

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
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	SPG/SUM 93	SPG/SUM 92	% +/-
MUSEUMS AND ATTRACTIONS (Mar-Aug)	**7,863,147**	**8,368,265**	**-6.0%**
Greater Boston			
Adams National Historic Site	31,375	20,137	+ 55.8%
Boston Tea Party Ship & Museum	82,212	82,059	+ 0.2%
Bunker Hill Pavillion	46,475	52,208	-11.0%
Children's Museum	247,299	276,258	-10.5%
Computer Museum	78,529	78,639	-0.1%
DeCordova Museum	30,946	29,975	+ 3.2%
Franklin Park Zoo	108,455	120,761	-10.2%
John Hancock Observatory	189,698	216,285	-12.3% (a
Harvard University Art Museums	41,441	42,476	-2.4%
Institute of Contemporary Arts	24,907	72,437	-65.6% (b
Isabella Stewart Gardner Museum	88,379	73,883	+ 19.6%
John F. Kennedy Library & Museum	¦----- no data available -----¦		
The Mapparium	73,414	85,431	-14.1% (c
MIT Museum	112,700	125,000	-9.8%
Museum of Fine Arts	422,749	426,859	-1.0%
Museum of Our National Heritage	28,969	31,600	-8.3%
Museum of Science	881,127	890,357	-1.0%
New England Aquarium	800,398	832,891	-3.9%
Old State House	47,863	24,679	+ 93.9% (d
Paul Revere House	114,660	134,463	-14.7%
Stone Zoo	111,780	114,247	-2.2% (e
USS Constitution	354,707	457,443	-22.5% (f
USS Constitution Museum	75,169	66,116	+ 13.7%
North of Boston			
Hammond Castle Museum	24,476	28,922	-15.4%
House of Seven Gables	94,819	100,499	-5.7%
Museum of American Textile History	16,262	18,690	-13.0%
Peabody & Essex Museum	97,005	69,398	+ 39.8%
Salem Maritime Nat'l Historic Site	345,296	630,164	-45.2% (g
Worcester			
Fruitlands Museums	9,281	9,387	-1.1%
Higgins Armory Museum	28,708	27,694	+ 3.7%
New England Science Center	98,939	86,102	+ 14.9%
Old Sturbridge Village	270,720	278,104	-2.7%
Whalom Park	235,600	202,850	+ 16.1%
Pioneer Valley			
Basketball Hall of Fame	117,248	100,573	+ 16.6%
Connecticut Valley Historical Museum	9,494	10,388	-8.6%
Historic Deerfield	14,510	15,195	-4.5%
Holyoke Children's Museum	22,132	28,874	-23.3%
Riverside Park	827,522	799,622	+ 3.5%
George Walter Smith Art Museum	22,579	21,649	+ 4.3%
Springfield Armory Nat'l Hist. Site	6,714	8,759	-23.3%
Springfield Museum of Fine Arts	11,124	21,762	-48.9%
Springfield Science Museum	57,057	53,914	+ 5.8%
Plymouth County			
Edaville Railroad	¦--- no longer in business ---¦		
Plimoth Plantation/*Mayflower II*	223,196	248,984	-10.4%

	SPG/SUM 93	SPG/SUM 92	% +/-	
IUSEUMS AND ATTRACTIONS (cont)				
Berkshires				
Berkshire Museum	40,424	35,453	+ 14.0%	
Berkshire Scenic Railway	4,184	3,371	+ 24.1%	
Clark Art Institute	72,404	79,331	-8.7%	
Hancock Shaker Village	48,283	45,682	+ 5.7%	
Norman Rockwell Museum	167,177	74,761	+123.6%	(h)
Tanglewood Music Festival	336,862	330,000	+ 2.1%	
Bristol County				
Great Woods Performing Arts Center	413,116	521,883	-20.8%	
New Bedford Whaling Museum	29,476	33,655	-12.4%	
Cape Cod				
Cape Cod Scenic Railroad	37,116	32,204	+ 15.3%	
Heritage Plantation	84,507	77,643	+ 8.8%	
Pilgrim Monument & Museum	71,118	86,869	-18.1%	
Sandwich Glass Museum	32,546	31,679	+ 2.7%	
EACHES (Mar-Aug)	**5,548,728**	**5,265,592**	**+ 5.4%**	
Cape Cod National Seashore	3,587,132	3,329,913	+ 7.7%	
Crane Memorial Reservation	161,182	158,139	+ 1.9%	
Horseneck Beach State Reservation	345,205	249,067	+ 38.6%	
Salisbury Beach State Reservation	1,455,209	1,528,473	-4.8%	
ARKS (Mar-Aug)	**2,007,812**	**2,176,989**	**-7.8%**	
Fall River Heritage State Park	496,047	434,154	+ 14.3%	
Lowell National Historical Park	450,774	558,444	-19.3%	
Minuteman National Historical Park	596,027	777,740	-23.4%	
Mt. Greylock State Reservation	80,248	72,915	+ 10.1%	
Nickerson State Park	203,791	185,219	+ 10.0%	
Harold Parker State Forest	48,216	28,219	+ 70.9%	
Skinner/Holyoke Range State Park	73,549	75,534	-2.6%	
Wells State Park	32,388	28,139	+ 15.1%	
Western Gateway Heritage State Park	26,772	16,625	+ 61.0%	(i)
NFORMATION CENTERS (Mar-Aug)	**1,177,730**	**1,167,657**	**+ 0.9%**	
Boston Nat'l Hst Park Visitor Center	219,018	243,463	-10.0%	
Boston Common Information Booth	141,307	200,189	-29.4%	
Charlton-East Information Center	137,301	151,232	-9.2%	
Charlton-West Information Center	56,570	47,922	+ 18.0%	
Lee Information Center	71,934	62,410	+ 15.3%	
Mansfield Information Center	127,704	107,830	+ 18.4%	
Natick Information Center	33,834	39,404	-14.1%	
Plymouth Information Center	390,062	315,207	+ 23.7%	

(a) Hancock Observatory: Closed March & April 1993 for renovations.
(b) ICA: Leibowitz Exhibition June-July 1992; closed August 1992.
(c) Mapparium: Closed Saturdays in July & August 1993.
(d) Old State House: Closed March-June 1993 for renovations.
(e) Stone Zoo: Reopened June 1992
(f) Constitution: Ship is in drydock.
(g) Salem Maritime: Partially closed for renovations.
(h) Rockwell: Moved into new building in 1993.
(i) Good Weather, Special Exhibit
(j) Does not include July & August.
(k) Does not include August.
(l) Does not include Apr-Aug.
(m) Eastbound only.

	SPG/SUM 93	SPG/SUM 92	% +/-	
AIR (Mar-Aug)	**8,300,987**	**7,932,456**	**+ 4.6%**	
Logan Airport	*8,034,559*	*7,700,531*	*+ 4.3%*	
Domestic - Inbound & Outbound	6,800,293	6,452,568	+ 5.4%	(j
International - Inbound & Outbound	1,234,266	1,247,963	-1.1%	(j
Regional Airports	*266,428*	*231,925*	*+ 14.9%*	
Barnstable Airport - Inbound	80,048	69,601	+ 15.0%	
Barnstable Airport - Outbound	79,577	68,692	+ 15.8%	
Nantucket Airport - Outbound	106,803	93,632	+ 14.1%	
RAIL (Mar-Aug)	**473,438**	**455,742**	**+ 3.9%**	
Amtrak	*442,393*	*431,839*	*+ 2.4%*	
Boston Rail Service	441,027	430,464	+ 2.5%	(k
Cape Cod Rail Service	1,366	1,375	-0.7%	(k
M.B.T.A.	*31,045*	*23,903*	*+ 29.9%*	
Passport Program	31,045	23,903	+ 29.9%	
FERRY (Mar-Aug)	**1,500,065**	**1,444,481**	**+ 3.8%**	
Steamship Authority				
Martha's Vineyard	1,190,526	1,137,559	+ 4.7%	
Nantucket	309,539	306,922	+ 0.9%	
HIGHWAY (Mar-Aug)	**77,258,600**	**76,901,665**	**+ 0.5%**	
Massachusetts Turnpike	*14,616,679*	*14,373,727*	*+ 1.7%*	
Eastbound at Weston	4,338,325	4,289,478	+ 1.1%	
Westbound at Weston	4,561,651	4,460,028	+ 2.3%	
Entering at Sturbridge	4,043,425	3,960,454	+ 2.1%	
Eastbound at West Stockbridge	1,673,278	1,663,767	+ 0.6%	
Interstate	*35,268,905*	*34,770,013*	*+ 1.4%*	
I91, Northbound at Longmeadow	6,023,653	6,017,390	+ 0.1%	
I91, Southbound at Deerfield	2,448,921	2,366,431	+ 3.5%	
I93, Southbound at Andover	8,724,812	8,525,036	+ 2.3%	
I95, Southbound at Georgetown	5,213,387	5,236,868	-0.4%	
I95, Nouthbound at Attleboro	6,911,519	6,769,132	+ 2.1%	
I195, Eastbound at Seekonk	5,946,613	5,855,156	+ 1.6%	
Intrastate	*27,373,016*	*27,757,925*	*-1.4%*	
Route 2, at Concord	603,229	636,151	-5.2%	(l
Route 2, at Orange	1,759,866	1,739,612	+ 1.2%	
Route 2, at Lancaster	7,153,317	7,369,885	-2.9%	
Bourne Bridge	7,293,078	7,288,665	+ 0.1%	
Sagamore Bridge	5,063,648	5,104,064	-0.8%	(n
Tobin Memorial Bridge	5,499,878	5,619,548	-2.1%	

The Massachusetts Travel Barometer samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Mass. Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: PKF Consulting for lodging statistics; Mass. Turnpike Authority and Mass. Highway Department for auto traffic; Massport for Logan Airport traffic; Steamship Authority for ferry traffic.
For more information, please contact Mark McDermott at the Office of Travel & Tourism, (617) 727-3201 x212.

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor,

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THE MASSACHUSETTS
M·E·S·S·E·N·G·E·R

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eak season in Massachusetts

inter in Massachusetts promises to be filled with activity. The slopes are groomed, the MOTT ski tline is in operation, guides are available and MOTT's executive director Abbie R. Goodman plans to e a run down every Massachusetts slope. This ski endeavor will require much warmer attire than t season's Tour de Tourism, a bicycle tour through every region of the state.

MOTT's ski hotline, 1-800-632-8038, is updated daily with information from the New England Ski eas Council. The *Massachusetts Ski Guide* is distributed at Massachusetts Turnpike tollbooths. A *nter Calendar of Events and Ski Guide* is available from MOTT. In winter vacation kits, MOTT ludes *Winter Wonderland,* a guide produced through a partnership between the Executive Office of onomic Affairs, Mass. Restaurant and Lodging Associations and the American Express Company. date, MOTT has distributed more than 20,000 of these guides.

now tubing is the latest downhill craze to hit Massachusetts this winter. The Swift River Inn in mmington offers four new tubing runs down a snow-covered alpine slide and a surface lift to pull the er back up the hill.

DOMESTIC

oliday kick off

Gov. Paul Cellucci, retary of Economic Affairs oria C. Larson and Executive ector of MOTT Abbie R. odman officially kicked off holiday/winter season in ssachusetts by holding a *Let Holidays Begin* press ference, November 23, on State House steps. Speakers luded Ilyas Bhatti, mmissioner of the MDC and rick Harrington speaking on alf of Mayor Thomas nino.

he press conference included ackdrop of colorful visuals from all regions of Massachusetts: Old Sturbridge Village, Massachusetts ski instructors, live reindeer, Frosty the Snowman from Winter Wonderland, the Bells of Boston from Faneuil Hall Marketplace and a float from the Sleigh Bell Parade.

Mother Nature didn't cooperate with the first snowfall but the Metropolitan District Commission did by delivering fresh snow to the State House steps.

Blown away

The MGM action thriller, *Blown Away*, filmed in Boston will contribute at least $10 million to the Massachusetts economy. The film will open July 4, 1994. The suspenseful drama about a police bomb squad is the largest film shot in Massachusetts to date.

The Next Karate Kid, premiering spring of 1994, was shot in Boston and the North Shore. The fourth in the series takes a new perspective with a young female as the star.

ACTION CHECKLIST

Governor's Conference/p.2
World Cup Soccer/p.3
Seminars/p.4

■ GOVERNOR'S CONFERENCE

Springfield in '94

On April 5 & 6, the seventh annual Governor's Conference on Travel and Tourism will be held at the Sheraton Springfield Monarch Place. The Conference is co-hosted by the Greater Springfield Convention & Visitors Bureau, the Berkshire Hills Visitors Bureau, the Franklin County Chamber of Commerce, and the Mohawk Trail Association. Lee Cockerell, senior vice president of Walt Disney World Resort Operations, will be a keynote speaker.

A new feature of this year's conference will be a mini-trade show on Tuesday, April 5. Exhibitors will represent a variety of services important to the tourism industry.

Leadership Awards will be given to individuals who have made an outstanding contribution to the tourism industry. Nomination letters should be sent to Mary Hayes by January 15. For more information, contact Mary Hayes, 617-727-3201, ext 245.

■ GROUP TOUR

Shore adventures

The second in an extremely successful series of group tour fam trips will take place May 1-4, 1994. "Shore Adventures" will encompass Boston, Quincy, Plymouth, Cape Cod, Fall River and New Bedford with an overnight option on either Martha's Vineyard or Nantucket. The announcements will be mailed to group tour operators throughout the United States and Canada in January.

STATS & FACTS

Statewide Hotel Occupancy

Sep 1993	80.5%	+2.9%
1992	78.2%	
Oct 1993	86.7%	+6.1%
1992	81.8%	
YTD 1993	73.4%	+4.4%
1992	70.1%	

SOURCE: PKF CONSULTING

■ INTERNATIONAL

Printemps promotion

Joyeux Noel en Nouvelle Angleterre (Merry Christmas in New England), held at Printemps in Paris, November 8 through December 31, was sponsored by the Massachusetts Port Authority and the French department store Printemps. Partner agencies included MOTT, the Massachusetts Convention Center Authority, the Greater Boston Convention and Visitors Bureau and Northwest Airlines.

The promotion was designed to increase tourism, cultural and trade opportunities to Massachusetts. During the promotion, more than five million Printemps patrons experienced the best of Massachusetts and New England. Special features included an exhibition of original Norman Rockwell works, a re-creation of a New England Christmas Village with Massachusetts products on sale, a fully-staffed Massachusetts and New England tourist information booth at Printemps' in-house travel agency and outdoor advertising at 870 bus stops and subway stations.

Joyeux Noel en Nouvelle Angleterre was the single largest tourism campaign by a U.S. destination in France. While this promotion was primarily based in Printemps' Paris store, contests and promotions took place in sixteen Printemps satellite stores throughout France. Planned follow up activities include sales missions, trade shows and public relations activities.

Vusamart

Delegates at Vusamart 1993 in Las Vegas got a taste of Massachusetts' enthusiasm at the luncheon, September 9, co-hosted by Boston and Massachusetts. Abbie Goodman MOTT's executive director and Gene Sullivan, deputy director of the Massachusetts Convention Center Authority, gave a Massachusetts presentation. Vusamart, scheduled at the Hynes Convention Center, September 5-9, 1994, will bring 1,000 major Asian and Pacific travel operators to Boston for the first time. Massachusetts is already planning convention events such as pre- and post-

Yusamart fam trips that will eature various regions of the tate.

Fam reports

MOTT has sponsored a record umber of familiarization trips or journalists and group tour perators this year. Fam trips rom Japan, Germany, United Kingdom, France, Italy, Australia, Ireland, Scotland, Canada and the Netherlands ave brought more than 150 ournalists and tour operators to Massachusetts.

■ WORLD CUP UPDATE

First round finalized

Argentina, Greece, Nigeria, South Korea and Bolivia are the ive teams picked to play the irst round of games at Foxboro Stadium next June. Argentina as made 11 appearances in the World Cup, winning in 1978 nd 1986. The world's best-nown soccer player, Diego Maradona, will play in his ourth cup. Greece and Nigeria vill make their debuts in the World Cup in Massachusetts. Bolivia and South Korea are naking their third and fourth ppearances respectively.

The Final Draw held December 19 in Las Vegas also erved as an Expo for thousands of international press and travel rade to experience what each venue has to offer. Abbie Goodman, MOTT executive director and Pat Moscaritolo, executive director of Greater Boston CVB represented Massachusetts at the booth.

Also present were Bernadette Colborn, executive director of the Worcester County Convention and Visitors Bureau; Sheila Martines Pina, executive director of the Bristol County Convention and Visitors Bureau; Gene Sullivan, deputy director of Mass. Convention Center Authority, Sal Starling from Massport and other members of the public and private sectors.

The six World Cup soccer games during the three-week period in June and July will have an estimated economic impact of $255 million.

STATS & FACTS

State Lodging Taxes
FY93 $59.3 million
FY92 $55.9 million
Increase of 6.1 percent

Local Option Lodging Taxes
FY93 $40.1 million
FY92 $39.5 million
Increase of 1.7 percent

SOURCE: DEPARTMENT OF REVENUE

■ CONGRATULATIONS

Welcome to Patricia A. McGovern, MOTT's new Manager of Travel Communications. Pat worked for the last sixteen years at Parker Brothers, a division of Hasbro, Inc. and best-known for the world-famous game of MONOPOLY. Pat is responsible for all domestic and Canadian public relations programs and can be reached at 617-727-3201, ext. 202.

Scenic drive Route 6A in Cape Cod was voted one of the ten most scenic byways nationwide by Scenic America, a non-profit organization dedicated to the preservation and enhancement of the scenic character of America. Route 6A has also been recommended as a model for scenic road planning in Massachusetts.

■ FYI

World Cup training More than 70,000 international visitors are expected to converge on the state. MOTT, in conjunction with World Cup Boston Venue Office, will be offering World Cup Information Training Sessions to staff and volunteers from info centers statewide. In addition, World Cup Boston Venue Office will bring World Cup volunteers up to speed on Massachusetts tourism information. Anyone interested in helping with or attending these training sessions should call Kara DiFruscia, MOTT, 617-727-3201, ext. 244.

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New publication *The Cambridge Current* is a new publication providing current news and information to Cambridge visitors. It will resemble Jacaranda Publishing's existing paper, *The Newbury Street Guide*, in style and design. For information, call Sarie Booy, 617-742-7565.

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Regional News

THE BERKSHIRES: Prime Ski Time: Butternut Ski Area has installed a Quadruple lift. Jiminy Peak also has a quad. The Norman Rockwell Museum reports a 99 percent growth in attendance figures from '92-93.

BRISTOL COUNTY: Attention Shoppers: The new *Southeastern Massachusetts Guide to Factory Outlet Hot Spots*, produced by the Bristol County CVB, is now available. In other outlet news, Attleboro is home to a new jewelry outlet. Info: BCCVB, 508-997-1250.

CAPE COD: Airline Update: Cape Air recently announced non-stop daily service between Nantucket and Logan Airport. Heading further south, Cape Air now offers service from Boston to Naples and Key West, Florida. Flights to Martha's Vineyard, Nantucket, Hyannis or Provincetown are also available. Info: Cape Air, 800-352-0714.

FRANKLIN COUNTY: Year-long Yuletide: A German Christmas is in store at Yankee Candle Company's Bavarian Christmas Shop. The new addition is open year-round and contains fabulous visuals on a Disney-like scale in a 13,000-square-foot area. Info: Tim O'Brien, 413-665-8306.

PLYMOUTH COUNTY: Brochures Galore: Quincy sites are included in a new South Shore Heritage Trail developed by Plymouth County Development Council. Also hot off the PCDC press: two new "do-it-yourself" tour brochures and a brochure describing *Winter Getaways South of Boston*. Info: PCDC, 617-826-3136.

WORCESTER COUNTY: Colorful Characters: Worcester County has created a fun cast of characters to perform as step-on guides for tours through central Massachusetts. The guides to choose from: an absent-minded professor, Nineteenth-century magician, medieval characters and Johnny Appleseed. Info: WCCVB, 508-753-2920.

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Cruising along Beginning next May, *Royal Majesty*, the newest ship of Majesty Cruise line, will offer Boston-Bermuda cruising. Cruises will depart from Black Falcon Terminal every Saturday from May through October. Massachusetts pre- and post-cruise packages are available through travel agents.

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Cultural know-how The "Cultural Tourism: Get into the Loop" introductory and in-depth seminars have been an outstanding success. The Planning Commission, composed of representatives of MOTT and the Boston Preservation Alliance, New England Museum Association, Massachusetts Historical Commission, Bay State Historical League, National Trust for Historic Preservation, and Massachusetts Cultural Council, met in December to develop the seminar program for 1994/1995. For more information, contact Mary Hayes, 617-727-3201, ext. 245.

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International savvy a series of international seminars will be implemented in '94. The first seminar, "Japanese Marketing," will be conducted by Japanese travel consultants on February 3. Additional seminars, including French and German relations, will be held at various locations throughout the state. For information and locations, call Kim Noltemy, 617-727-3201, ext. 232.

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The big dig The Museum of Science has opened a permanent exhibit about one of the largest construction projects in the U.S.-- Boston's Central Artery/Third Harbor Tunnel project. In addition to participating in hands-on activities, visitors can watch construction of the tunnel in a 3-D theatre and learn about the history of Boston transportation. For more information, call 617-723-2500.

::

Messenger Editors:
Patricia McGovern
Candace Coakley

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

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THE MASSACHUSETTS M·E·S·S·E·N·G·E·R

GOVERNMENT DOCUMENTS COLLECTION

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FEBRUARY 1994

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SPECIAL EDITION: FALL 1993 TRAVEL BAROMETER

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FALL SEASON SHOWS MIXED RESULTS

Overall attendance at attractions declined 4.1%, but some museums and outdoor venues bucked the trend with double digit increases. Information centers increased 7.9%.

Domestic arrivals and departures at Logan International Airport were up 9.5% and international arrivals and departures were up 2.2%.

Ferry service to Martha's Vineyard jumped 10.4%, indicating successful results in building fall business.

Hotel occupancy rates continued to show increases with November results up by 5.7%.

MASSACHUSETTS TRAVEL BAROMETER, FALL 1993

	FALL 93	FALL 92	% +/-
ATTENDANCE SUMMARY (Sep-Nov)	**6,239,102**	**6,502,594**	**-4.1%**
Museums & Attractions	3,625,620	3,800,358	-4.6%
State & Nat'l Beaches	1,413,868	1,493,979	-5.4%
State & Nat'l Parks	574,127	628,772	-8.7%
Information Centers	625,487	579,485	+ 7.9%
TRAFFIC SUMMARY (Sep-Nov)	**40,154,899**	**39,289,300**	**+ 2.2%**
Air	6,402,071	5,897,245	+ 8.6%
Rail	85,656	90,654	-5.5%
Ferry	626,531	579,222	+ 8.2%
Highway	33,040,641	32,722,179	+ 1.0%

LODGING	Statewide			Boston		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
September	80.5%	78.2%	+ 2.9%	87.7%	85.1%	+ 3.1%
October	86.7%	81.8%	+ 6.1%	92.7%	87.4%	+ 6.0%
November	66.8%	63.2%	+ 5.7%	76.3%	71.0%	+ 7.4%

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

	FALL 93	FALL 92	% +/-	
MUSEUMS AND ATTRACTIONS (Sep-Nov)	**3,625,620**	**3,800,358**	**-4.6%**	
Greater Boston				
Adams National Historic Site	12,196	8,072	+ 51.1%	
Boston Tea Party Ship & Museum	37,305	34,167	+ 9.2%	
Bunker Hill Pavillion	13,329	14,530	-8.3%	
Children's Museum	77,041	85,234	-9.6%	
Computer Museum	21,477	20,710	+ 3.7%	
DeCordova Museum	19,247	14,365	+ 34.0%	
Franklin Park Zoo	18,623	26,884	-30.7%	
John Hancock Observatory	99,773	91,674	+ 8.8%	
Harvard University Art Museums	21,280	23,493	-9.4%	
Institute of Contemporary Arts	7,404	7,145	+ 3.6%	
Isabella Stewart Gardner Museum	41,121	38,184	+ 7.7%	
The Mapparium	37,640	52,693	-28.6%	
MIT Museum	52,050	62,600	-16.9%	
Museum of Fine Arts	249,701	206,296	+ 21.0%	
Museum of Our National Heritage	15,182	13,035	+ 16.5%	
Museum of Science	390,112	385,360	+ 1.2%	
New England Aquarium	261,730	252,334	+ 3.7%	
Old State House	24,255	26,568	-8.7%	
Paul Revere House	48,411	55,697	-13.1%	
Stone Zoo	27,018	35,252	-23.4%	
USS Constitution	----- no data available -----			
USS Constitution Museum	37,251	39,804	-6.4%	
North of Boston				
Hammond Castle Museum	10,102	11,852	-14.8%	
House of Seven Gables	58,122	53,111	+ 9.4%	
Museum of American Textile History	1,516	1,269	+ 19.5%	
Peabody & Essex Museum	33,849	42,205	-19.8%	
Salem Maritime Nat'l Historic Site	166,366	369,665	-55.0%	(a)
Plymouth County				
Fuller Museum of Art	5,727	4,383	+ 30.7%	
Plimoth Plantation/*Mayflower II*	153,727	137,830	+ 11.5%	
Worcester				
Fruitlands Museums	5,326	6,620	-19.5%	
Higgins Armory Museum	7,308	6,638	+ 10.1%	
New England Science Center	19,485	19,917	-2.2%	
Old Sturbridge Village	137,236	140,848	-2.6%	
Whalom Park	----- no data available -----			
Pioneer Valley				
Basketball Hall of Fame	26,771	22,959	+ 16.6%	
Connecticut Valley Historical Museum	2,738	3,915	-30.1%	
Historic Deerfield	12,214	13,344	-8.5%	
Holyoke Children's Museum	13,779	8,129	+ 69.5%	
Riverside Park	107,494	96,470	+ 11.4%	
George Walter Smith Art Museum	8,870	8,811	+ 0.7%	
Springfield Armory Nat'l Hist. Site	3,265	3,609	-9.5%	
Springfield Museum of Fine Arts	7,707	9,014	-14.5%	
Springfield Science Museum	17,603	15,736	+ 11.9%	
The Big E	858,083	956,745	-10.3%	

	FALL 93	FALL 92	% +/-	
USEUMS AND ATTRACTIONS (cont)				
Berkshires				
Berkshire Museum	26,439	29,818	-11.3%	
Berkshire Scenic Railway	2,849	1,991	+ 43.1%	
Clark Art Institute	36,991	38,457	-3.8%	
Hancock Shaker Village	26,814	24,601	+ 9.0%	
Norman Rockwell Museum	87,089	48,539	+ 79.4%	
Tanglewood Music Festival	----- no data available -----			
Bristol County				
Fall River Carousel	34,205	40,831	-16.2%	
Capron Park Zoo	18,959	18,596	+ 2.0%	
Great Woods Performing Arts Center	142,842	81,472	+ 75.3%	
New Bedford Whaling Museum	10,189	10,839	-6.0%	
Cape Cod				
Cape Cod Scenic Railroad	----- no data available -----			
Heritage Plantation	25,493	26,416	-3.5%	
Pilgrim Monument & Museum	24,398	31,340	-22.2%	(b)
Sandwich Glass Museum	19,918	20,291	-1.8%	
EACHES (Sep-Nov)	**1,413,868**	**1,493,979**	**-5.4%**	
Cape Cod National Seashore	1,205,444	1,357,298	-11.2%	
Crane Memorial Reservation	20,697	21,704	-4.6%	
Horseneck Beach State Reservation	64,080	33,175	+ 93.2%	
Salisbury Beach State Reservation	123,647	81,802	+ 51.2%	
ARKS (Sep-Nov)	**574,127**	**628,772**	**-8.7%**	
Fall River Heritage State Park	20,790	18,074	+ 15.0%	
Lowell National Historical Park	95,394	115,577	-17.5%	
Minuteman National Historical Park	289,763	315,561	-8.2%	
Mt. Greylock State Reservation	49,653	50,457	-1.6%	
(a) Nickerson State Park	33,284	34,286	-2.9%	
Harold Parker State Forest	19,948	14,959	+ 33.4%	
Skinner/Holyoke Range State Park	45,163	50,128	-9.9%	
Wells State Park	7,802	8,977	-13.1%	
Western Gateway Heritage State Park	12,330	20,753	-40.6%	
NFORMATION CENTERS (Sep-Nov)	**625,487**	**579,485**	**+ 7.9%**	
Boston Nat'l Hst Park Visitor Center	107,574	108,628	-1.0%	
Boston Common Information Booth	81,249	87,269	-6.9%	
Charlton-East Information Center	93,465	92,726	+ 0.8%	
Charlton-West Information Center	24,215	21,606	+ 12.1%	
Lee Information Center	37,274	37,582	-0.8%	
Mansfield Information Center	61,792	43,788	+ 41.1%	
Natick Information Center	14,885	15,933	-6.6%	
Plymouth Information Center	205,033	171,953	+ 19.2%	

(a) Salem Maritime NHS: Wharves closed for renovation.
(b) Pilgrim Monument: Opened weekends only in Nov. '93.
(c) Does not include Nov. & Dec.
(d) Data not available due to construction.
(e) Eastbound Traffic Only.

	FALL 93	FALL 92	% +/-	
AIR (Sep-Nov)	**6,402,071**	**5,897,245**	**+ 8.6%**	
Logan Airport	*6,275,933*	*5,788,177*	*+ 8.4%*	
Domestic - Inbound & Outbound	5,378,728	4,910,032	+ 9.5%	
International - Inbound & Outbound	897,205	878,145	+ 2.2%	
Regional Airports	*126,138*	*109,068*	*+ 15.7%*	
Barnstable Airport - Inbound	38,384	33,508	+ 14.6%	
Barnstable Airport - Outbound	37,504	32,727	+ 14.6%	
Nantucket Airport - Outbound	50,250	42,833	+ 17.3%	
RAIL (Sep-Nov)	**85,656**	**90,654**	**-5.5%**	
Amtrak	*73,858*	*81,386*	*-9.2%*	
Boston Rail Service	73,468	80,986	-9.3%	(c)
Cape Cod Rail Service	390	400	-2.5%	
M.B.T.A.	*11,798*	*9,268*	*+ 27.3%*	
Passport Program	11,798	9,268	+ 27.3%	
FERRY (Sep-Nov)	**626,531**	**579,222**	**+ 8.2%**	
Steamship Authority				
Martha's Vineyard	496,669	449,907	+ 10.4%	
Nantucket	129,862	129,315	+ 0.4%	
HIGHWAY (Sep-Nov)	**33,040,641**	**32,722,179**	**+ 1.0%**	
Massachusetts Turnpike	*7,317,340*	*7,163,847*	*+ 2.1%*	
Eastbound at Weston	2,282,452	2,255,772	+ 1.2%	
Westbound at Weston	2,280,726	2,213,255	+ 3.0%	
Entering at Sturbridge	1,976,622	1,926,273	+ 2.6%	
Eastbound at West Stockbridge	777,540	768,547	+ 1.2%	
Interstate	*13,174,237*	*12,883,333*	*+ 2.3%*	
I91, Northbound at Longmeadow	3,053,321	2,974,617	+ 2.6%	
I91, Southbound at Deerfield	1,252,583	1,197,180	+ 4.6%	
I93, Southbound at Andover	0	0	0.0%	(d)
I95, Southbound at Georgetown	2,488,615	2,446,432	+ 1.7%	
I95, Nouthbound at Attleboro	3,500,971	3,441,683	+ 1.7%	
I195, Eastbound at Seekonk	2,878,747	2,823,421	+ 2.0%	
Intrastate	*12,549,064*	*12,674,999*	*-1.0%*	
Route 2, at Concord	0	0	0.0%	(d)
Route 2, at Orange	985,592	991,552	-0.6%	
Route 2, at Lancaster	3,555,977	3,572,297	-0.5%	
Bourne Bridge	3,202,980	3,155,639	+ 1.5%	
Sagamore Bridge	2,201,952	2,271,240	-3.1%	(e)
Tobin Memorial Bridge	2,602,563	2,684,271	-3.0%	

The Massachusetts Travel Barometer samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Mass. Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: PKF Consulting for lodging statistics; Mass. Turnpike Authority and Mass. Highway Department for auto traffic; Massport for Logan Airport traffic; Steamship Authority for ferry traffic.
For more information, please contact Mark McDermott at the Office of Travel & Tourism, (617) 727-3201 x212.

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

Mass. MA 32.3: no. 69

THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION

NUMBER 69
JANUARY 1994

University of Massachusetts
Depository Copy

SPECIAL: 1994 PRINT ADVERTISING SCHEDULE

Advertising this summer? Take advantage of special rates

Once again, Houston, Effler & Partners, MOTT's advertising agency has negotiated special advertising rates for Massachusetts travel-related organizations and companies. The rates are available through U.S. newspapers (see center insert) that are part of MOTT's spring/summer advertising campaign. If you're planning a print campaign this summer, it's a great opportunity to take advantage of MOTT's buying power. Here's a complete schedule of MOTT's 1994 U.S. and Canada print campaign. The insertion dates are subject to change; check directly with each newspaper or magazine.

U.S. MAGAZINES	Pub Date	On Sale	Editions	Special Sections/ Featured Editorial
AAA Today	March/April	3/1	Upstate NY	Family Vacations
	May/June	5/1	Upstate NY	
American Heritage	April	3/15	Full Circ.	
Better Homes	March	2/15	NY/Hart/Alb	
& Gardens	April	3/15	NY/Hart/Alb	Summer Vacation Strategies
Center Stage	March/April	3/15	Full Circ.	
Conde Nast Traveler	March[x2]	2/25	NY/NJ/CT	
x2 = 2 ads per issue	May[x2]	4/25	NY/NJ/CT	
Connecticut	April	3/25	Full Circ.	Vacation New England
Country Living	April	3/15	Travel East	
	May	4/15	Travel East	
Endless Vacation	March/April	2/20	Northeast	
	May/June	4/20	Northeast	
Entertainment Weekly	4/15	4/11	Northeast	
	5/6	5/2	Northeast	

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

U.S. MAGAZINES	Pub Date	On Sale	Editions	Special Sections/ Featured Editorial
Gourmet x2 = 2 ads per issue	April[x2]	3/15	NY/NJ/CT	
	May[x2]	4/15	NY/NJ/CT	
Life	April	3/15	NY/Hart/Alb	Great American Places to Visit
Newsweek	3/14	3/7	NY/Hart/Alb	
	3/28	3/21	NY/Hart/Alb	
	4/11	4/4	NY/Hart/Alb	
	4/25	4/18	NY/Hart/Alb	
	5/23	5/16	NY/Hart/Alb	
New York	3/7	2/28	Full Circ.	
	3/28	3/21	Full Circ.	
	4/4	3/28	Full Circ.	
	5/2	4/25	Full Circ.	
The New Yorker x2 = 2 ads per issue	3/21[x2]	3/21	Northeast	
	4/18[x2]	4/18	Northeast	
New York Motorist	March	3/1	New York	
	May	5/1	New York	
New York Times Mag	3/6	3/6	Full Circ.	Sophisticated Traveler
	3/27	3/27	Full Circ.	
	5/1	5/1	Full Circ.	
	5/15	5/15	Full Circ.	Sophisticated Traveler
	5/22	5/22	Full Circ.	National Parks
Outside	March	2/15	Northeast	Family Vacation Guide
	May	4/15	Northeast	Camping
People	3/21	3/14	NY/Hart/Alb	
	3/28	3/21	NY/Hart/Alb	
	4/4	3/28	NY/Hart/Alb	
	4/25	4/18	NY/Hart/Alb	
	5/2	4/25	NY/Hart/Alb	
Rolling Stone	4/21	4/5	Northeast	
	5/19	5/3	Northeast	
Travel & Leisure	March	2/15	New York	
	May	4/15	New York	New England Vacations
Travel Holiday	March	2/15	Full Circ.	
	April	3/15	Full Circ.	

U.S. MAGAZINES	Pub Date	On Sale	Editions	Special Sections/ Featured Editorial
US	April	3/15	NY/CT	
	May	4/2	NY/CT	
Vanity Fair x2 = 2 ads per issue	March x2	2/15	NY/NJ/CT	
	April x2	3/15	NY/NJ/CT	
Yankee	March	2/15	NY/Hart/Alb	Unchanging New England
	May	4/15	NY/Hart/Alb	Adventures on Cape Cod
Yankee Guide	1994	4/15	Full Circ.	

U.S. NEWSPAPERS	Pub Dates	Special Rates	Ad Rep

The special rates listed below are available to all Massachusetts travel-related organizations; just contact the sales reps listed. Rates are quoted as net per column inch. Some newspapers will run a Massachusetts banner headline if there are sufficient advertisers.

Albany Times Union	May 15, 22	NO	Grenville Willis 508-655-7544
	June 12, 19		
	July 10, 17	Mass Banner	
Allentown Call	May 15, 19,22	YES	Bob Richelderfer 215-820-6646
	June 12, 19, 26	$45.09	
	July 10, 17	Mass Banner	
Camden Courier	May 15, 19, 22	YES	Sophie Falkenstein 609-486-2527
	June 12, 19, 26	$47.22	
	July 10, 17	Mass Banner	
Gannett Newspapers	May 15, 22	YES	Eric Lange 617-542-6913
	June 12, 19	$117.50	
	July 10, 17	Mass Banner	
Hartford Courant	May 15, 22	NO	Elisa Pasqualoni 800-524-4242
	June 12, 19		
	July 10, 17	Mass Banner	
Newark Star Ledger	May 15, 22	YES	Eric Lange 617-542-6913
	June 12, 19	$121.71 Combo buy w/Trenton Times	
	July 10, 17	Mass Banner	

U.S.NEWSPAPERS	Pub Dates	Special Rates	Ad Rep
New Haven Register	May 15, 22 June 12, 19 July 10, 17	YES $54.41 Mass Banner	Hank Nisiack 203-789-5207
New York Daily News	May 15, 22 June 12, 19 July 10, 17	NO (New Business Program Buy 4 insertions, get two free)	Richard Gray 212-210-2066
New York Newsday	May 15, 22 June 12, 19 July 10, 17	YES $252.45 Mass Banner	Jack Moriarty 212-339-7549
New York Times	May 8, 22 June 12, 19 July 10, 17	YES $374.00 Mass Banner	Jim Gillespie 617-227-7820
Philadelphia Inquirer	May 15, 19, 22 June 12, 19, 26 July 10, 17	YES $237.15 Mass Banner	Bob Brady 215-854-5455
Schenectady Gazette	May 15, 22 June 12, 19 July 10, 17	YES $22.10 Mass Banner	Grenville Willis 508-655-7544
Trenton Times	May 15, 19, 22 June 12, 19, 26 July 10, 17	YES Combo buy w/Newark Star Ledger Mass Banner	
Troy Record	May 15, 22 June 12, 19 July 10, 17	NO Mass Banner	Louise Paulo 518-270-1255
Waterbury Republican	May 15, 22 June 12, 19 July 10, 17	NO Mass Banner	Donna Lazauskas 203-574-3636 x221
Wilmington News Journal	May 15, 19,22 June 12, 19, 26 July 10, 17	YES $63.10 Mass Banner	Kitty Burns 302-324-2690

CANADA MAGAZINES & NEWSPAPERS (FRENCH)	Pub Date	On Sale	Edition if Magazine Placement if Newspaper
M = magazine N = newspaper			
L'Actualite (M)	Mar 15	Feb 26	Full Circ.
	April 15	Mar 26	Full Circ.
	May 15	Apr 30	Full Circ.
7 Jours (M)	Mar 26	Mar 18	Full Circ.
	Apr 16	Apr 8	Full Circ.
	May 7	Apr 29	Full Circ.
Coup de Pouce (M)	Apr	Mar 14	Full Circ.
	May	Apr 18	Full Circ. Vacation Special
Le Journal de Montreal (N)	Mar 12, 19, 26	Same	Main News
	Apr 9, 16, 30		Main News
	May 14, 28		Main News
La Presse (N)	Mar 12[x2], 19[x2], 26	Same	Main News
	April 16, 23		Main News
	May 7[x2]		Travel -- U.S. East Coast
	May 14, 28		Main News
x2 = 2 ads per issue	June 11[x2]		Travel -- New England Vacations
Touring (M)	Mar	Mar 8	Full Circ. -- French

See next page for additional Canada schedule

CANADA MAGAZINES & NEWSPAPERS (ENGLISH)	Pub Date	On Sale	Edition if Magazine Placement if Newspaper
M = magazine N = newspaper			
The Gazette (N)	Mar 12x2, 19, 26	Same	Main News
	Mar 26		Summer Vacation Planner
	Apr 9		Mass. Travel Feature
	Apr 9, 16, 30		Main News
	Apr 30		Vacations Next Door
x2 = 2 ads per issue	May 14, 28		Main News
Leisure Ways (M)	Apr/May	Apr 1	Toronto
Macleans (M)	Mar 14	Mar 7	Montreal/Toronto
	Mar 28	Mar 22	Montreal/Toronto
	Apr 11	Apr 4	Montreal/Toronto
	Apr 25	Apr 18	Montreal/Toronto
	May 9	May 2	Montreal/Toronto
	May 23	May 17	Montreal/Toronto
Saturday Night (M)	Apr	Apr 4	Ontario & Quebec Travel Sections
Toronto Star (N)	Mar 12x2, 19x2, 26	Same	Main News
	Apr 9x2		Travel -- U.S. Northeast
	Apr 16, 30		Main News
	May 7		Main News
	May 19		U.S. Travel section
x2 = 2 ads per issue	June 4x2		Travel -- U.S. Northeast
Touring (M)	Mar	Mar 8	Full Circ. -- English
Travel a la Carte (M)	Spring	Apr 7	Full Circ.

Questions? Call Jonathan Hyde at MOTT, 617-727-3201 x201.

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor

SS. MA 32.3: no. 70

THE MASSACHUSETTS M·E·S·S·E·N·G·E·R

GOVERNMENT DOCUMENTS COLLECTION

NUMBER 70
MARCH 1994

MAR 30 1994
University of Massachusetts
Depository Copy

Get it: the 1994 Massachusetts Getaway Guide

The *Massachusetts Getaway Guide*, a brand-new guide to the Bay State, rolled off the presses in late February -- just in time for the first wave of summer requests. The 96-page, four-season guide is the most comprehensive ever produced by MOTT. New features include:

an outdoor section with information on beaches, biking, canoeing, kayaking, white water rafting, hiking, fishing, camping, state forests and parks, and national parks;
an expanded accommodations section with hotels, motels, inns, and bed and breakfasts;
an expanded list of information centers around the state;
a two-page spread with photographs representing all 13 regional tourist councils;
a pull-out highway map with Boston, Worcester, and Springfield city maps;
information on handicapped access at many attractions and lodging establishments;

The guide is illustrated with more than 85 color photos and was produced with 2 different covers. Through mid- to late summer, the book will be distributed with a cover featuring Nantucket's Great Point Light. The fall/winter cover consists of a photo of Boston's Faneuil Hall, Quincy Market, and the Custom House. The magazine includes 15 pages of advertising by regional tourist councils and individual travel businesses.

The guide was published for MOTT by Marblehead Communications of Boston. MOTT's project managers were Deputy Director Jonathan Hyde and Publications Editor Kim Kennedy. Chief photographer was Kindra Clineff.

For an individual copy of the Massachusetts Getaway Guide, call 1-800-447-MASS, extension 300.

DOMESTIC

No threat to Olympics

MOTT Executive Director Abbie Goodman led the MOTT ski team down the slopes for an evening of skiing at Wachusett Mountain, February 10. Wachusett's VP Operations Bruce MacDonald guided the group in ideal conditions. Other members of the tourism industry joined in the activity. With nine ski areas under her belt, Abbie is making progress in her effort to hit every Massachusetts downhill ski area this winter.

More regional $

Governor William F. Weld recently signed a supplemental budget which included an additional $276,767 for the regional tourist councils bringing the FY 94 funding for the RTCs to the highest level ever at $5,012,474.

ACTION CHECKLIST

Governor's Conference/p.2
Vusamart/p.2
Int'l Seminars/p.2
Fam Trips/p.3
World Cup Soccer/p.3
Group Tour/p.3
Disabled Travel/p.4
Crisis Communication/p.4
Events Listing/Supplement

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100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

Agency review

With MOTT's advertising agency, Houston, Effler & Partners, now completing its third year of service, an advertising agency search is underway as required by state regulations. The request for proposal has been issued, and a final decision will be announced in late May.

USA Govs

More than 2,250 people are expected at the National Governors' Association Annual Meeting in Boston, July 16-19, 1994. Approximately 4,706 room nights are booked at the Sheraton Boston Hotel and Towers and the Colonnade. MOTT will provide *Massachusetts Getaway Guides* to all conference attendees and media covering the conference. The meeting is expected to generate national press coverage.

■ GOVERNOR'S CONFERENCE

A sure bet

Peak attendance is anticipated at the 7th Annual Massachusetts Governor's Conference on Travel and Tourism. The 650+ tourism professionals who attend the April 5-6 conference will be treated to an array of new programs and top-notch speakers.

Governor William F. Weld will address industry leaders at the April 5 Gala Dinner & Awards Ceremony; Lt. Governor Paul Cellucci will open the conference; and Lee Cockerell, senior VP, Walt Disney World Resorts, will speak at the opening plenary session. Participants can bet that the closing luncheon will be thought-provoking. Speakers for "Legalized Gambling: Is it for Massachusetts?" will be Nore Winter, president, Winter & Company, and John Feinberg, president, The Collaborative.

This year, attendees may meet individually with Massachusetts' six international travel trade and public relations firms.

Also, Massachusetts public colleges and university campuses with travel and tourism programs have been invited to select one student to attend the entire conference with registration paid for by the Governor's Conference. For info, call Mary Hayes, 617-727-3201 x245.

■ INTERNATIONAL

Vusamart vigor

More than 1,000 major Asian and Pacific travel operators will be in Boston for Vusamart, September 5-9, 1994. MOTT, in conjunction with the Greater Boston CVB, the Massachusetts Convention Center Authority and Massachusetts Port Authority, is developing a program to showcase the state.

Newcomers are welcome at the next committee meeting, March 15, 10:00am-12:00pm, at MOTT. Subcommittees will be finalized at this meeting for: Sponsorships, Pillow Gifts & Info Booths, and Meet & Greet Subcommittees. For info call Stephanie Pappas, MOTT x228.

Marketing missions

Over the last few years, Massachusetts' sales missions have resulted in strong personal and professional relationships with tour operators, an essential part of an international marketing campaign. During the Japan Asia Mission, Massachusetts tourism representatives will personally call on top tour operators. Mission participants met in Japan, February 28-March 5 and South Korea, Taiwan and Hong Kong, March 5-12.

STATS & FACTS

Overseas Arrivals to the United States

1992	**17.8 million +10%**
1991	**16.2 million**

SOURCE: USTTA

Int'l seminars

Japan is the first market to be featured in MOTT's new series of International Marketing Seminars. "Fundamentals for Japanese Visitors" helps destinations, attractions, tour operators, hoteliers, restauranteurs, retailers and transportation companies capitalize on the Japanese market.

On February 3, at the Waltham Westin Hotel, Japanese tour operators conducted a comprehensive seminar. Seminars will be held

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM, 617-727-3201
1994 EVENTS

March 5-10
International Tourism Bourse
Berlin, Germany
Worlds largest travel trade/consumer show.
Fred Clifford, x226

March 14
Agricultural Tourism Seminar
Publick House
Sturbridge, MA
Assist farmers in marketing agri-tourism resources.
Kara DiFruscia, x244

March 23-25
New York Sales Mission
Waldorf Astoria Hotel, New York City, NY
Table top reception and sales calls to international operators based in New York.
Kim Noltemy, x232

March 29
Fundamentals for Japanese Visitors
The Orchards, Williamstown, MA
Introductory seminars instruct on marketing to the Japanese.
Stephanie Pappas, x228

April 5-6
Massachusetts Governor's Conference on Travel and Tourism
Sheraton Springfield at Monarch Place
Workshops and plenary sessions geared to the Massachusetts travel industry.
Mary Hayes, x245

April 12-15
Los Angeles Sales Mission
Annual mission targeting Japanese operators and travel agents based in LA.
Kim Noltemy, x232

April 19-24
National Tour Association Spring Exchange
Memphis, TN
Largest tour operator association in the US.
Mark Cronin, x214

April 27
Cultural Tourism Seminar
Fitchburg Art Museum, Fitchburg, MA
Targeted to Massachusetts cultural organizations.
Mary Hayes, x245

May 17
Fundamentals for Japanese Visitors
Old Sturbridge Village, Sturbridge, MA
Introductory seminar on marketing to the Japanese.
Stephanie Pappas, x228

May 18
Fundamentals for Japanese Visitors
Hotel Northampton, Northampton, MA
Introductory seminar on marketing to the Japanese.
Stephanie Pappas, x228

May 21-25
POW WOW USA
Miami Beach Convention Center, Miami, FL
Travel trade show attracting international tour operators
Olympia Brescia, x231

May 26-30
International Travel Expo
Hong Kong Convention and Exhibition Centre
The largest travel and trade show in Asia.
Kim Noltemy, x232

June 21-July 9
World Cup Soccer
Foxboro Stadium
Foxboro, MA
Six games in Foxboro and special events statewide.
Kara DiFruscia, x244

July 16-19
National Governors' Association Annual Meeting
Hynes Convention Center, Boston, MA
Meeting of Governors from all 50 states.
Kara DiFruscia, x244

September 12-14
La Cumbre
Westin Oaks and Galleria, Houston, TX
Latin America travel trade show.
Kim Noltemy, x232

September 5-9
Vusamart
Hynes Convention Center, Boston, MA
Largest Asian travel show in the United States.
Kim Noltemy, x232

November 15-19
World Travel Market
Earls Court Exhibition, London
Second largest trade show in Europe.
Fred Clifford, x226

n every region to allow wide articipation.
Each individual seminar rovides valuable information nd techniques on marketing to specific target group.
pcoming seminars: France nd Germany. For a list of emaining Japanese seminars, ee enclosed events listing.

)éjà vu

rench tour company, Look 'oyages, and a dozen other rominent French media visited oston and Massachusetts in anuary. The publicity from this ress trip reached 18 million rench consumers. Coming up n April: French press fam; rench Canadian press fam om Montreal and Quebec.

'ake action

Vant more publicity in the nternational marketplace for our restaurant or attraction?)ualified press and fam trips om France, Canada, Germany, apan, Italy and the UK are cheduled to visit Massachusetts n the upcoming months. Anyone interested in hosting nese fams can contact their egional tourist council or call MOTT directly, Pat McGovern 202 for Canada, Olympia x231 or other international markets.

■ CANADA

Epicurean event

ive Canadian journalists xperienced the best of Boston nd Massachusetts and the fine uisine of one of their own at he International Cultural estival at the Ritz Carlton, Boston, Feb. 25-27. Stuart Partridge, Ottawa native and Executive Chef at the Hotel Hassler in Rome, met with journalists from Thomson Newspapers, *Ottawa Magazine*, *Footloose Magazine*, *Away Magazine* and *Canadian Living*.

■ WORLD CUP UPDATE

Speaking in tongues

In order to entice visitors to explore other areas of the state, MOTT is producing a multi-lingual brochure for World Cup visitors. The brochure will be available in June in five languages: English, Spanish, French, Korean and Greek.

Notable numbers

Boston World Cup Information: 617-557-7450
World Cup Info for all venues: 1-800-FUN-IN-94

■ GROUP TOUR

New addition

Mark Cronin began as MOTT's new travel trade coordinator on March 1. He joins MOTT with more than ten years of Massachusetts travel industry experience. In his most recent position as a sales manager for Beckham Tours/Tourco in Hyannis, Mark's territory was New England and Eastern Canada. Mark can be reached at x214. Fred Clifford has moved to MOTT's International Department. He is responsible for Germany and the UK. Fred can be reached at x226.

Lengthy legislation

The cooperative efforts of Senator Paul Caron, the Massachusetts State Police and MOTT have paid off. Tour buses longer than 40 feet are now allowed in the state thanks to new legislation recently signed into law. This act brings into compliance tour buses up to 45 feet in length and articulated buses up to 60 feet in length.

STATS & FACTS

Statewide Hotel Occupancy

Nov	1993	66.8%	+5.7%
	1992	63.2%	
Dec	1993	47.6%	+7.4%
	1992	44.3%	
YTD	1993	70.4%	+4.9%
	1992	67.1%	

SOURCE: PKF CONSULTING

■ CONGRATULATIONS

Newly elected officers of the Governor's Advisory Committee on Travel and Tourism are: Ted Lehne, chair; Bill Wilson, vice chair; Angeljean Chiaramida, secretary.

What a view The Mohawk Trail was voted one of the US's 50 most scenic drives by *National Geographic Traveler* magazine.

The New England Aquarium celebrates its 25th Anniversary this year and is now in the early stages of planning an expansion of its central facility. Most popular exhibit through the years: the 180,000-gallon Giant

Ocean Tank with its colorful 24-foot Coral Reef.

■ FYI

Children's fun pass The American Lung Association has introduced the Children's Fun Pass, a coupon booklet allowing free admission for children at many Massachusetts attractions. Proceeds benefit the American Lung Association of Massachusetts fight against pediatric lung disease. For info, or to be included in the 1995 edition, call Judy Gelman, 617-269-9720.

::

Travelers with disabilities FPT Travel Management Group in Cambridge has recently expanded a specialized department targeted to the more than 43 million North Americans registered as disabled. For information, contact Terri MacKay, 617-661-9200 ext. 3006.

::

Crime prevention The Travel Industry Association of America (TIA) has entered into agreement with Crime Stoppers International (CSI) to launch the Travel Crime Stoppers Program. For information, call, Dexter Koehl, 202-861-6361.

::

Fun by foot Discovering Worcester Tours is offering three separate, leisurely and informative excursions through the heart of the Commonwealth. For info, call Al Alford, 508-831-9801.

MOTT STAFF DIRECTORY

US/Canadian PR
Patricia McGovern x202
Candace Coakley x203
Michele Ellicks x222

Publications
Kim Kennedy x221

Int'l Marketing
Olympia Brescia x231
Kim Noltemy x232
Fred Clifford x226
Patsy Tucker x233
Jeff Stevens x234

Travel Trade
Mark Cronin x214

Special Events
Mary Hayes x245

Special Projects
Kara DiFruscia x244

Grants and Contracts
Peter Lee x211

Research
Mark McDermott x212

Traveler Information/ Fulfillment
Steve Walsh x239
Helen Clagg x237

Executive Director
Abbie R. Goodman x208

Deputy Director
Jonathan Hyde x201

Hosteling North America 1994, the Official Guide to Hostels in Canada and the US, offers many discounts and features nine locations in Massachusetts. For a copy call 202-783-6161.

::

Main event Major 1994 tourism industry events are described on the enclosed one-page calendar. For details, call the appropriate MOTT contact.

::

▼ ***Survey says*** A recent survey by the American Bus Association revealed that seniors no longer dominate the group tour market. About 65% of the respondents were women, and the median income of those surveyed was $41,000. A quarter of all motorcoach travelers make more than $75,000 annually, said the report. The survey also found that motorcoach travelers spend an average of $91 dollars per day for their tour package and $16 per day for incidentals.

TRENDWATCH

AGE	% OF MARKET
13-24	37%
25-54	26%
55+	37%

SOURCE: AMERICAN BUS ASSOCIATION

Messenger Editors:
Patricia McGovern
Candace Coakley

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

Mass. MA32.3: no.72

THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
JUN 2 3 1994
University of Massachusetts Depository Copy

NUMBER 72
JUNE 1994

Countdown

Banners, billboards and statewide enthusiasm are a few signs that World Cup Soccer, the biggest single sporting event in the world, is only days away. This summer's national blockbuster means mega-exposure for Massachusetts. A cumulative worldwide television audience of 31.2 billion viewers will get a chance to watch Massachusetts during 6 of the 52 games aired on ABC and ESPN. More than 70,000 international visitors are expected to generate economic benefits to Massachusetts totaling $255 million. The five World Cup Soccer teams have set up training sites in Massachusetts: the Nigerian Team is in training at Wheaton College in Norton; the Bolivian Team is in preparation at UMASS Dartmouth; the South Korean team trains at Merrimack College in Andover; the Greek team practices at Middlesex School in Concord; and the Argentinean team practices at Babson College in Wellesley.

The International Guide to Massachusetts, produced by MOTT, will be available at information centers June 6. The guide, which includes five World Cup languages (English, French, Greek, Korean and Spanish) encourages visitors to explore all areas of the Commonwealth and to return in the future. Other features of the guide include a region-by-region guide, maps, transportation and travel tips.

■ DOMESTIC

And the winner is. . .

Houston, Effler & Partners, Inc. is on board for three more years as the advertising agency for the Massachusetts Office of Travel and Tourism. Houston, Effler, with its focused and targeted marketing approach for building the state's $12.2 billion travel industry, prevailed over six other advertising agencies.

The contract for fiscal year 1995 will provide an estimated six million dollars for tourism marketing and advertising pending budget approval.

Boston lands '96 Olympic Gymnastics Trials

Boston beat out Nashville, TN, San Jose, CA, Seattle, WA and 11 other cities as the site for the 1996 Olympic Gymnastics Trials and National Congress.

In addition to the trials that will be held at the new Shawmut Center, the Rhythmic Gymnastics Trials will take place at the Wang Center for the Performing Arts. The USA Gymnastics Congress -- an annual convention attracting nearly 2,000 participants from around the country -- will be held at the Hynes Convention Center.

The events, to take place June 25-July 1, are expected to generate more than $12 million in revenue.

ACTION CHECKLIST

Golf Guide/p.2
Seminars/p.2
Fam Report/p.2
Governor's Conference/p.3
Canadian Sales Mission/p.3
Group Tour/p.3
Travel People/p.4
FYI/p.4
Events Listing/Insert
Regional News/Insert

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

Golf guide

Bay State Fairways: The Guide to Public Golf Courses in Massachusetts, MOTT's latest publication, will be available June 24th. Produced in conjunction with *Where Magazine*, the 4-color guide will list more than 200 public-access courses (public and semi-private) across the state. The guide will provide regional information and a map, and the courses will be listed alphabetically by town within each region. Each course listing will include detailed information and directions. For info call Nancy Blodget, MOTT, x221.

Valley tour

MOTT's wheels spun again on June 7 in a sequel to the 1993 Tour de Tourism. Last summer, MOTT crusaded through Massachusetts' 13 regions by bicycle. This year, Abbie Goodman led the troops through the Blackstone Valley along with Senators Bertonazzi and Amorello, Bernadette Colborn and her intrepid staff from the Worcester County CVB and others on a 16-mile trek through the Blackstone Valley Heritage Trail.

Museum meeting

On May 27 the New England Museum Association held their Spring Meeting at the Whaling Museum and the Rotch Jones Duff House and Garden Museum in New Bedford. MOTT Executive Director Abbie Goodman addressed the partnership of arts institutions and federal, state, city and private agencies to revitalize cities by promoting tourism. Congressman Barney Frank spoke about the proposal to designate a New Bedford site as a national park commemorating the city's whaling history.

STATS & FACTS

Statewide Hotel Occupancy

Feb	1994	56.7%	+3.0%
	1993	55.4%	
Mar	1994	64.3%	+7.3%
	1993	60.0	
YTD	1994	58.9%	+5.6%
	1993	55.7%	

SOURCE: PKF CONSULTING

A: agri-tourism seminars

Q: What assists businesses conducted by agricultural enterprises for the enjoyment and education of the public?

The first Agricultural Tourism Workshop hosted by MOTT and the Massachusetts Department of Food and Agriculture took place on March 14 at the Publick House in Sturbridge.

By popular demand, a second agri-tourism seminar is in the works for November. For information contact Kara DiFruscia, MOTT, x244.

A: cultural tourism seminars

Q: What assists small cultural and historic sites with their marketing programs?

In an ongoing effort to keep cultural institutions in the tourism loop, MOTT has developed its third year of Cultural Tourism Seminars. The 1994/1995 program consists of one general and four specialized seminars. **Contact Mary Hayes for information and to be added to the mailing list, MOTT, x245.**

■ INTERNATIONAL

A: international seminars

Q: What are seminars conducted by Massachusetts' six international public relations/travel trade agencies?

Following a series of productive international appointments and seminars at the Governor's Conference on Travel and Tourism, Massachusetts' international PR/travel trade agencies will return this summer and early fall. Approximately twenty seminars will be held in different regions, each focusing on one country.

A preliminary schedule can be found in the enclosed events listing. For information contact Mary Hayes, MOTT x245.

Fam report

Massachusetts maintains a steady stream of fam trips thanks to full cooperation from members of the tourism industry. MOTT organized more than 20 press and travel trade fam trips in April, May and June. This pace will slow down briefly during World Cup Soccer due to hotel constraints but will resume following

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM, 617-727-3201
1994 EVENTS

June 7
Blackstone Valley Bike Tour
Blackstone Valley
MOTT bike tour along the Blackstone Valley Heritage Trail. Everyone welcome!
Michele Ellicks, x222

June 8-9
Canadian Sales Mission
Pier 4 Restaurant, Toronto
Sales calls to Canadian travel agents and tour operators, media luncheon, supplier trade show.
Pat McGovern, x202

June 21-July 9
World Cup Soccer
Foxboro Stadium
Foxboro, MA
Six soccer games in Foxboro and special events statewide.
Kara DiFruscia, x244

July 14-26
Visit USA Destination Seminar
Sales mission to New Zealand and Australia.
Pat McGovern, x202

July 16-19
National Governors' Association Annual Meeting
Hynes Convention Center, Boston, MA
Meeting of governors from all 50 states.
Kara DiFruscia, x244

International Seminars:
Intl PR/travel trade firms conduct seminars.
Mary Hayes, x245

July 19
Italy: Boston

July 20
Italy: The Firehouse, Newburyport

July 21
United Kingdom: Lexington/Concord

July 22
Italy: Cape Cod

July 26
United Kingdom: Candlelight Inn, Lenox

July 28
United Kingdom: Plimoth Plantation, Plymouth

August 15
France: Colonial Hilton, Wakefield, North of Boston

August 17
France: Deerfield Inn, Deerfield

August 24
France: Nantucket

August 30
Japan: Boston

August 31
Japan: Cape Cod

September 1
Japan: Martha's Vineyard

TBD
International Seminars for Germany and Canada
Mary Hayes, x245

September
Cultural Tourism Seminar
Targeting Massachusetts cultural organizations.
Mary Hayes, x245

September 5-9
Vusamart
Hynes Convention Center, Boston, MA
Largest Asian travel show in the United States.
Kim Noltemy, x232

September 12-14
La Cumbre
Westin Oaks and Galleria, Houston, TX
Latin America travel trade show.
Kim Noltemy, x232

September 10-14
Experience Massachusetts Fam Tour Series:
"Travels Through Time"
Familiarizes group tour operators with Boston, Worcester County, Springfield.
Mark Cronin, x214

November 15-19
World Travel Market
Earls Court Exhibition, London
Second largest trade show in Europe.
Fred Clifford, x226

REGIONAL NEWS

BERKSHIRES *Hike It Up*: Berkshire Hiking Holidays has extended its "Feast of Festivals" walking program to six days. The company is the only active vacation travel company successfully blending outdoor exploration and the performing arts. For info. or to plan a trip, call Rich Woller, 413-499-9648.

CAPE COD *Good Vibrations*: The Beach Boys will play on the Hyannis Village Green July 3 as a part of the Second Annual Cape Cod Seaport Festival, June 30-July 3. For tickets, call 617-931-2000.

FRANKLIN COUNTY *Congrats*: Old Deerfield has been named one of the "Most Beautiful Villages" in the *Yankee Magazine Guide to New England*. Deerfield is praised for its immaculately restored and maintained houses and its vigilance in preserving the fields that have sustained the 325 year-old village for three centuries. For details, call 413-774-5581.

GREATER SPRINGFIELD *"Bus"ting out*: Greater Springfield CVB distributed their new Official Guide to Springfield and the Pioneer Valley to local attractions via Peter Pan Motorcoach. For a copy, call 413-787-1548.

MARTHA'S VINEYARD *Run, Bike, Swim*: One of five in the country and the first in Massachusetts, the Martha's Vineyard Triathlon takes place on the island September 16-18. For info, call Rich Havens, Time Out! Productions, 508-477-6311.

MERRIMACK VALLEY *Swing Time*: The United States Amateur Ballroom Dancers Association (USABDA) selected the Lowell Memorial Auditorium as the venue for the 1994 US Dancesport Council Championships, August 19-21. For info, call 1-800-443-3332.

MOHAWK TRAIL *La Festa*: This northern Berkshire community festival, celebrating the diversity of cultures in the region, is the nation's largest ethnic fair; it runs through June 27 in North Adams. For info, call 413-663-3735.

NANTUCKET *Island in Bloom*: MOTT's Michele Ellicks judged the Nantucket Daffodil decorating contest in April. Next up on the island: Harborfest, June 17-19. During that time the historic tallship continental sloop *Providence* is available for special cruises and daily tours. For info, call 508-228-1700.

NORTH OF BOSTON *Ahoy*: Add Salem to the Massachusetts ports that offer whale watching. East India Cruise Company has just opened for business with cruises departing from Pickering Wharf. For info call Janine Franceschi, 1-800-745-9594.

PLYMOUTH COUNTY *John Carver Day*: On June 26 the governor's annual proclamation will be issued in memory of John Carver, the first governor of Plymouth Colony.

WORCESTER COUNTY *Booked*: Worcester County reported hotel bookings at an all-time high for the months of May, June and July.

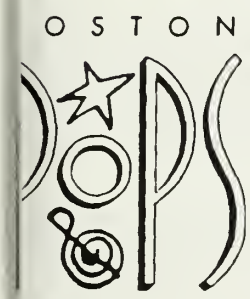
Boston Pops for Boston Soccer

Alan I. Rothenberg
Chairman, World Cup USA 1994, Inc.
and
Robert L. Caporale
Chairman, Boston World Cup Host Committee

invite you to

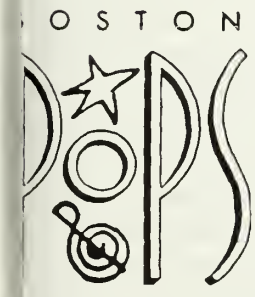
"World Cup USA 1994 Evening at Pops"
John Williams conducting

Friday, July 8, 1994 at 8:00 p.m.
Symphony Hall, Boston



____Yes, I plan to attend Boston Pops for Boston Soccer, July 8, 1994 at 8:00 p.m. and leave a legacy for soccer in Massachusetts.

Please reserve ___ ticket(s) at $40 in the first balcony.
Please reserve ___ ticket(s) at $25 in the second balcony.



Name: _____

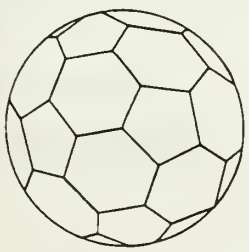
Address: _____

City, State, Zip: _____

Phone: _____

Please respond by June 27 to allow time for tickets to be mailed to you.
For more information, call (617) 342-6819.

Please make checks payable to Boston Soccer, Inc.



Send check with this form to:

Boston Soccer, Inc.
One International Place, 18th Floor
Boston, MA 02110

QUOTABLE

"Find out what your guests want -- not what you think they want. Ask them. Test...test...test...try everything!"

-- Lee Cockerell, Senior Vice President, Operations
Walt Disney World Resorts

World Cup. **New hosts for upcoming fam trips are encouraged. Contact Olympia Brescia, MOTT, x231.**

■ GOVERNOR'S CONFERENCE

The seventh annual Governor's Conference on Travel and Tourism attracted 580 tourism professionals to the two-day conference; 730 guests at the Gala Dinner and Awards Ceremony, where Governor William Weld presented the Leadership and Hospitality Awards. Congratulations to all the winners and a big thank you to all the sponsors, speakers and participants.

Based on suggestions from the conference, MOTT is now soliciting bids for the 1995 or 1996 conference. Requests for proposals have been sent to the 13 regional tourist councils. For more information or to make suggestions for speakers and/or workshops, contact Mary Hayes, MOTT, x245.

■ CANADA

Summer $avings

MOTT Executive Director Abbie Goodman will lead 25 representatives from Massachusetts hotels, attractions, restaurants, retailers and regional tourist councils in kicking off *Summer of '94 - Sensational Savings for Canadian Travelers*. A variety of value-added programs including Canadian dollar at par for Canadians will be announced at this two-day Canadian Sales Mission June 8-9 in Toronto. Activities include a reception for 200 Canadian travel agents and a luncheon for 50 travel media and group tour operators. For info, call Pat McGovern, MOTT, x202.

■ GROUP TOUR

Shore adventures

What better way to kick off National Tourism Week than with an assembly of group tour operators from around the country experiencing the Bay State. The group was whisked off to Boston, Quincy, Plymouth, Cape Cod, Bristol County, Martha's Vineyard and Nantucket for "Shore Adventures," May 1-4.

The "Experience Massachusetts" fam tour series continues September 10-14, 1994 with "Travels Through Time" visiting Boston, Worcester County and Springfield. In April 1995, "City Lights, Seaside Delights" hits Boston, North of Boston, and the Merrimack Valley. For more information contact Mark Cronin, MOTT, x214.

NTA

National Tour Association, the largest group travel industry association in North America, held their Spring Exchange in Memphis, Tenn, April 19-23. The meeting generated a tremendous number of leads. For a copy of the convention leads, contact Mark Cronin, MOTT, x214.

Big bash

Five hundred tour operators gathered for a weekend of activities in Bristol County at the 15th Annual Bus Bash, May 27-29. The event was hosted by American Eagle Motorcoach, Inc. Activities included fam tours, a clambake aboard the USS *Massachusetts*, and a motorcoach display and parade.

Group guide

A new 32-page Group Travel Guide is now available from Plymouth County Development Council. The free booklet describes major attractions, shopping, lodging, dining and suggested itineraries. For a copy, call 1-800-231-1620.

■ TRAVEL PEOPLE

Farewell to Angeljean Chiaramida, who has left Martha's Vineyard to become executive director of the Portsmouth, NH Chamber of Commerce . . . Congratulations to the new executive director of the Martha's Vineyard Chamber of Commerce, Randi Vega.

Congrats to Grace Giambanco director of meetings and membership for the North of Boston CVB and John Trefry public relations coordinator.

Welcome to Nancy Blodget, publications editor at MOTT. She is filling in for Kim Kennedy while Kim is on maternity leave with her new daughter, Amanda Catherine, born April 13. Another new addition: Carolyn Kinsey delivered a baby girl, Sasha Mariam, on February 27 and is back at work at MOTT.

■ FYI

Go fish The new Massachusetts Sports Fishing Info Line provides recorded information for boaters and fishers about locations, regulations, boat launching, information and licensing for saltwater and freshwater fishing. Callers can also hear weekly fishing activity reports and record catches. Call 1-800-ASK-FISH.

::

Rapid ride Next season Wachusett Mountain Ski Area will have a new high-speed detachable quad chair lift which will significantly increase the speed to the summit.

MOTT STAFF DIRECTORY

US/Canadian PR
Patricia McGovern x202
Michele Ellicks x222

Publications
Nancy Blodget x221

Int'l Marketing
Olympia Brescia x231
Kim Noltemy x232
Fred Clifford x226
Patsy Tucker x233
Jeff Stevens x234

Travel Trade
Mark Cronin x214

Special Events
Mary Hayes x245

Special Projects
Kara DiFruscia x244

Administration
Jerry Addivinola x213

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Traveler Information/ Fulfillment
Steve Walsh x239
Helen Clagg x237
Carolyn Kinsey x238
Kevin Leary x141

Assistance
Stacie Banks 0
Phyllis Campbell x208

Executive Director
Abbie R. Goodman x206

Deputy Director
Jonathan Hyde x201

On-line MOTT is one of the first state tourism offices available on *America On-line.* Users will be able to access Massachusetts tourism information ranging from events to press releases to regional data. For info, call Michele Ellicks, MOTT, x222.

::

With honor The JFK Library has a new exhibit entitled "World War II: Personal Accounts, Pearl Harbor to V-J Day" open through Labor Day. For info, call 617-436-9986.

::

Real deal Old Sturbridge Village offers a special summer family rate of $39 available from Memorial Day through Labor Day. This rate admits two adults and their children or grandchildren. For information, call 508-347-3362.

::

Shine on The Lighthouse Preservation Society has just published a series of free lighthouse guides for each coastal New England state. To order a free state-by-state guide, contact the Lighthouse Preservation Society at P.O. Box 736, Rockport, MA 01966; 1-800-727-BEAM.

::

Thanks for the memories Since I'll be leaving MOTT this month, I'd like to take this space to thank everyone in the Massachusetts tourism industry. It's been quite a trip!
-- Candace Coakley

Messenger Editors:
Patricia McGovern
Candace Coakley

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

ASS. MA32.3: 74

THE MASSACHUSETTS MESSENGER

NUMBER 74
SEPTEMBER 1994

GOVERNMENT DOCUMENTS COLLECTION
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Visit USA Market - VUSAMART

The largest Asian travel show in the United States is being held September 5 - 9 at the Hynes Convention Center in Boston. Hosted by the Massachusetts Office of Travel & Tourism (MOTT), Massachusetts Port Authority (MASSPORT), Greater Boston Convention & Visitors Bureau (GBCVB), and the Massachusetts Convention Center Authority (MCCA), it will include many informative seminars for 250 Asian travel planners and 350 American suppliers. This is an important opportunity to showcase Boston and Massachusetts as a world-class destination. Vusamart attendees can participate in pre- and post-familiarization trips. For more information, contact Kim Noltemy, MOTT x232.

■ BUDGET

With FY95 budgets trimmed by up to 10 percent, the Office of Travel and Tourism and the 13 Regional Tourists Councils are tightening up on their marketing programs. MOTT's FY95 budget is $9,546,019, down $423,889 from FY94. The regional grant program is funded at $4,496,165, down $516,308. The reductions reflect unusually high appropriations from the Massachusetts Tourism Fund for the last two fiscal years, not a decrease in administrative and legislative support for the state's travel industry.

MOTT's program reductions will take place on the domestic side; the international program budget remains at $2 million. The core domestic advertising program in the primary metropolitan markets of New York, Hartford and Albany will remain intact. Program cuts include print advertising in Philadelphia; the production of two TV spots, instead of three; and the deletion of transit advertising in the New York market. The traditional winter and summer calendar of events will be replaced by a more basic format, distributed to individual consumers by request only.

■ DOMESTIC

Fall Calendar

The new *Fall Calendar and Foliage Guide,* covering events for the months of September, October and November, was released on August 17. For your copy, call 617-727-3201 x235.

Ski Guide

Believe it or not, it's time to start thinking about the *Winter Ski Guide*. We are in the process of gathering information, and anticipate a November 15 release. For more information, please contact, Kim Kennedy, MOTT, x221.

Fact Track

We are currently in the process of updating listings in the *Massachusetts Getaway Guide*, including all accommodations, attractions, outdoor/recreational facilities, and reservation services. For editorial issues, contact Kim Kennedy, MOTT x221.

CHECKLIST

Domestic/p. 1
Golf Guide/p. 2
International/p. 3
Group Tour/p. 3
Events Listing/p.4

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

New *1995 Getaway Guide* in production

The production of the 1995-96 *Massachusetts Getaway Guide*, MOTT's primary fulfillment piece, is now under way. MOTT is publishing the guide in collaboration with the New York Times Custom Publishing Group and the Boston Globe's advertising staff. This 112-page magazine will include regional stories, major attractions, a listing of all accommodations, a calendar of events, a list of major information centers, and a highway map. The guide will be supported by advertising co-op pages developed by Regional Tourist Councils and conventional display advertising. For co-op advertising opportunities, contact your regional tourist council (RTC). For display advertising, contact Kristen Gillespie, 508-352-7873.

Attention all Mass Information Centers:

The *Massachusetts Getaway Guide* lists information centers that are open 7 days a week throughout the summer. Please let us know if your information center was omitted in the 1994 guide, and we will make sure that it is included in our next edition. Contact Kim Kennedy, MOTT, x221.

■ Governor's Conference 1995 - Mark Your Calendar

The 8th annual Massachusetts Governor's Conference on Travel and Tourism will be held on Tuesday, April 11, and Wednesday, April 12, 1995 at the Royal Plaza Hotel and Trade Center in Marlborough. The host Regional Tourist Councils are Revolutions & Textiles of the Merrimack Valley CVB and the Worcester County CVB. Anyone with suggestions for Leadership Awards, contact Mary Hayes, MOTT, x245 by mid-November.

Blackstone Valley Tourism Seminar

A seminar on tourism, cultural activities, and group tours will be offered on September 20 for more than 200 Blackstone Valley businesses that are related to the tourism industry. Speakers at the seminar include: Abbie Goodman, Executive Director, MOTT; Bernadette Colborn, Executive Director, Worcester County CVB; Gary Vaillancourt, Chairman, Blackstone Valley Chamber of Commerce Tourism Committee; and James Pepper, Executive Director, Blackstone River Valley National Heritage Corridor Commission. Contact Mary Hayes, MOTT, x245.

Golf Guide

MOTT recently published *Bay State Fairways, The Guide to Public Golf Courses in Massachusetts.* This 80-page color guide gives information on more than 200 public and semi-private golf courses within the state.

Super Host Program

The Cape Cod Chamber of Commerce has secured the license to British Columbia's "Super Host" customer service workshop training program for all of Massachusetts. Contact Michael Frucci, Executive Director, Cape Cod Chamber of Commerce, 508-362-3225.

"O Canada"

The maple leaf flag is flying high in Southeastern Massachusetts, thanks to the new "Sensational Massachusetts Savings For Canadians" program. This dynamic new program was launched at a sales mission in Toronto earlier this summer. The program enables Canadians to receive special discounts, including Canadian dollar at par, free offers and coupons valid at more than 20 Massachusetts hotels, motels, inns, attractions, tours and factory outlet stores. The results to date in Southeastern Massachusetts are very encouraging, and there are plans to expand the program statewide in 1995. Nantucket Island is the most recent addition to the program. Contact Pat McGovern, MOTT x202.

Bay State Ranked 7th

Massachusetts continues to be popular with overseas visitors. In 1993, the state's 970,000 overseas visitors made the Bay State the 7th most popular U.S. destination. 18,662,000 overseas visitors came to the U.S. in 1993.

■ INTERNATIONAL

Tokyo Visitor Center Opens

MOTT and MASSPORT have opened a walk-in visitor center in Tokyo. The center is staffed by Tsuru Enterprise Co., Massachusetts' travel trade and public relations representative in Japan. Contact Kim Noltemy, MOTT x232.

Japanese Tapes

Cushing Tour Tapes recently introduced a Japanese language version of the Freedom Trail audio walking tour. The tapes are now available at several pushcarts on Boston Common, Faneuil Hall, the Prudential Center, and the Visitors' Info Center on the Common. For more info, call 800-998-TAPE.

Seminars

MOTT offered a series of regional seminars featuring representatives from MOTT's international public relations/travel trade firms. The agenda for each seminar included an overview of each country's market. Seminars were conducted on the French, Italian, British, and Japanese markets.

■ Group Tour

Experience Massachusetts

"Travels Through Time," familiarizes group tour operators with Boston, Worcester County & Springfield, September 10 - 14, 1994. Contact Mark Cronin, MOTT x214.

MOTT will be attending **OMCA**, **NTA** and **ABA** this fall to promote Massachusetts as a group tour destination. Contact Mark Cronin, x214.

CONGRATS!
The entire MOTT staff wishes to express congratulations to Kara DiFruscia, at MOTT, who was recently wed on July 23. Congratulations and much happiness to the newlyweds!

Welcome to Jane Bouras, the new Public Relations Coordinator at MOTT. Jane previously worked in the marketing department of Jerome J. Manning, a Boston real estate firm.

Kudos to Nancy Blodget, who brought her considerable editing and organizational skills to MOTT's publications office while Kim Kennedy was on maternity leave. Nancy has now returned to her freelance editing and book production business.

■ FYI

Attention all attractions, hotels, B & Bs MOTT's supply of your promotional material is running low. Please send us a healthy supply so we can restock our office, as well as the lobbies of the State House, Saltonstall and McCormack buildings. Send to MOTT, Attn: Steve Walsh, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

::

If you wish to send a **press release** to MOTT, please send it to MOTT, Attn: Jane Bouras, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

::

Bill Wilson, Executive Director of the Berkshire Hills CVB, is the new chairman of the Governor's Council on Travel & Tourism.

::

Non-Stop Service Boston-Hyannis
Cape Air will begin daily non-stop service between Barnstable Airport, Hyannis and Boston's Logan Airport on September 15. Cape Air will offer 4-5 flights daily, round trip from Hyannis to Boston. For a schedule call 1-800-352-0714.

::

Top Tulips
The New England Spring Flower Show held annually each March in Boston was recently chosen as one of the Top 100 Events in North America by the American Bus Association. The Top 100 Events includes U.S. and Canadian events from each state and province.

::

Mentor Program The National Academies of Boston's Mentoring Program for juniors and seniors at East Boston High School will begin mid-October. Recruiting is under way for professionals in the fields of Travel & Tourism, Public Service, and Finance. If you are ready to help make a difference in a young person's life, please call Paul Frank, 617-734-414

MOTT EVENTS

September 5-9
Vusamart
Largest Asian travel show in the United States.
Kim Notelmy, x232

September 10-14
Experience Massachusetts
"Travels Through Time"
FAM Tour
Mark Cronin, x214

September 12-14
La Cumbre
Houston, TX
Latin American travel trade
Contact Sal Starling, MASSPORT
617-973-5500 x4153

September 20
Blackstone Valley Tourism Seminar
Seminar for more than 200 tourism-related businesses in the Blackstone Valley.
Mary Hayes, x245.

Sept. 28 - Oct. 1
Top Resa
French Travel Trade Show
Deuville, France
Olympia Brescia, x231.

Oct. 4-6
POW WOW Europe
Milan, Italty
Olympia Brescia, x231.

October 17-20
Ontario Motorcoach Association Annual Meeting
Toronto, Canada
Mark Cronin, x214.

Oct. 30 - Nov. 4
NTA Convention
Dallas, Texas
Contact Mark Cronin, x214.

November 12-15
World Travel Market
Earls Court Exhibition, London
Second largest trade show in Europe.
Fred Clifford, x226.

December 4-9
American Bus Association
Fort Lauderdale, FL
Mark Cronin, x214

Stats & Facts

State Lodging Tax Revenues

Fiscal Year 1994
Estimated $60.0 million
Actual $62.8 million

SOURCE: DEPARTMENT OF REVENUE

Statewide Hotel Occupancy

May	1994	73.7%	+1.6%
	1993	72.5	
June	1994	79.1%	+1.7%
	1993	77.7%	
YTD	1994	67.4%	+3.7%
	1993	65.0%	

SOURCE: PKK CONSULTING

Messenger Editors:
Patricia McGovern
Jane Bouras

MOTT STAFF

US/Canadian Travel Communications
Patricia McGovern x202
Jane Bouras x203
Michele Ellicks x222

Publications
Kim Kennedy x221

Int'l Marketing
Olympia Brescia x231
Kim Noltemy x232
Fred Clifford x226
Patsy Tucker x233
Jeff Stevens x234

Group Tour
Mark Cronin x214

Special Events
Mary Hayes x245

Special Projects
Kara DiFruscia x244

Administration
Jerry Addivinola x213

Grants and Contracts
Peter Lee x211

Research/Technology
Mark McDermott x212

Traveler Information/ Fulfillment
Steve Walsh x239 (Also handles bulk order requests)
Helen Clagg x237
Carolyn Kinsey x238
Stacie Banks, x0

Executive Director's Office
Abbie R. Goodman x208
Phyllis Campbell x208

Deputy Director/North American Marketing
Jonathan Hyde x201

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

MASS. MA 32.3: no. 76

THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
NOV 08 1994
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NUMBER 76
NOVEMBER 1994

"Sensational Massachusetts Savings For Canadians" program goes statewide

Our neighbors to the North are responding so well to the "Sensational Massachusetts Savings For Canadians" program that plans are underway to expand it statewide in 1995. The program made its debut in Southeastern Massachusetts after being launched at a press conference in Toronto in June. Canadians receive special discounts, including Canadian dollar at par; free offers; and coupons valid at Massachusetts hotels, motels, inns, attractions, tours, factory outlet stores and even ferry service.

Nantucket Island invites Canadians to participate in their "Canadian Extra Value" program effective immediately and valid through December 31, 1995. The program entitles Canadians discounts up to 25 percent on lodging, accommodations and car rentals. You can get a brochure outlining the program from the Nantucket Island Chamber of Commerce at 508-228-1700.

A statewide "Sensational Savings" program will be the basis for MOTT's Canadian advertising program, for the spring and summer of 1995. For more information, contact your regional tourist council.

■ DOMESTIC

New Tourism Director for Cambridge

Moira Smith became the new Tourism Director for Cambridge in mid-September. Moira plans to define Cambridge's image and developing a new marketing strategy. Moira previously worked in Oakland, California as the City's Fire Recovery Coordinator, a position she held since the day after the tragic Oakland fires. No stranger to the greater Boston area, Moira also worked for the Salem Partnership as its director, and for the Assistant City Manager's Office in Cambridge. With her in-depth knowledge of Cambridge politics and history, her plans for improving visitor services, it looks like Cambridge is

CHECKLIST

Domestic/p.1
International/p.2
Governor's Council/p.2
Governor's Conference/p.3
Group Tour/p.3
FYI/p.3

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

on the right track. For more information, contact Cambridge Office For Tourism, 18 Brattle Street, Suite 352, Cambridge, MA 02138, 617-441-2884.

Good graces

Massachusetts travel industry members are polishing their hospitality skills now that "Superhost Massachusetts," the customer service training program, is available. Originally developed in British Columbia, the program was introduced at a press conference on September 29th at The Cape Codder Hotel in Hyannis. Speaking at the event, MOTT's Executive Director, Abbie Goodman commented that "by increasing customer service satisfaction we are without a doubt also going to increase the number of repeat visits to Massachusetts." MOTT's entire staff will participate in the program. Contact the Cape Cod Chamber of Commerce at 508-362-3225 for information.

RTC grants announced

The 13 Regional Tourist Councils (RTCs) will receive the following appropriations from state funds to promote tourism: Berkshire Hills $266,739; Greater Boston $1,623,958; Bristol County $200,209; Cape Cod $503,902; Franklin County $160,921; Martha's Vineyard $166,984; Revolutions and Textiles of the Merrimack Valley Convention and Visitors Bureau $252,897; Mohawk Trail $115,581; Nantucket $155,786; North of Boston $275,487; Plymouth County $261,692 ($211,692 from 1038 Grant Program; $50,000 is a special appropriation from the MOTT budget); Greater Springfield $267,969; Worcester County $294,040.

Governor's Advisory Council

The Governor's Advisory Council on Travel & Tourism (GAC) recently expanded to include representatives from the following groups: Massachusetts Lodging Association, Massachusetts Restaurant Association, Massachusetts Visitor Industry Council, Retailers Association of Massachusetts, Massachusetts Cultural Council, Massachusetts Historical Commission, Massachusetts Convention Center Authority, and Massport. The 13 Regional Tourist Councils, directors and representatives of both Old Sturbridge Village and Plimoth Plantation continue to serve on the GAC. Welcome new members.

Shop till you drop

Watch Out Kittery! The Worcester Common Fashion Outlets opened their doors on Saturday, October 29. With the largest assortment of designer outlets in New England and a 700-seat food court, the complex will help bring new vitality to downtown Worcester. For info call 508-755-4381.

■ INT'L

Coming soon from lands down under

MOTT and the United States Travel and Tourism Administration (USTTA) are organizing a Spring 1995 Massachusetts FAM Trip for 6 members of the Australian and New Zealand press. This FAM is the result of MOTT's participation in the USTTA Visit USA Destination Seminars, a series of trade shows held in Australia and New Zealand. For info contact Michele Ellicks, MOTT x222.

During the past six months MOTT's International Department hosted more than 50 press and trade FAMS. If you are interested in getting involved in future trips, please call Kim Noltemy, MOTT x232.

::

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
617-727-3201
EVENTS LISTING 1994-1995

November 9
How To Develop and Promote Your Special Event
Fall River Heritage State Park, Fall River, MA
Mary Hayes x245

November 10-14
Travel Trend
Frankfurt, Germany
International x231

November 12-15
World Travel Market
Earls Court Exhibition
London, England
Second Largest Trade Show In Europe
Fred Clifford x226

December 1-3
World Travel Fair
Osaka, Japan
International x231

December 8-11
World Travel Fair
Tokyo, Japan
International x231

December 4-9
American Bus Association
Fort Lauderdale, FL
Mark Cronin x214

December 8
Agri-Tourism Seminar
Westminster, MA
Kara DiFruscia x244

January 26, 1995
Marketing Strategies for Non-Profits
Worcester Art Museum
Worcester, MA
Snow Date: January 31
Mary Hayes x245

January 30-February 4
Japan Sales Mission
Japan
International x231

February 13-17
UK Sales Mission
London & Manchester, UK
Fred Clifford x226

February 22-26
BIT
Milan, Italy
Olympia Brescia

March 4-9
ITB
Berlin, Germany
Fred Clifford x226

March 16
NY Mission
New York, NY
International x231

April 3-7
Italy Sales Mission
(4 Cities TBA)
Olympia Brescia x231

April 11 & 12
8th Annual Massachusetts Governor's Conference On Travel and Tourism
Royal Plaza Hotel and Trade Center
Marlborough, MA
Mary Hayes x245

May - TBA
POW WOW USA
New York, NY
Fred Clifford x226

October 30 & 31
The White Conference on Travel & Tourism
Washington, D.C.
Mary Hayes x245

STATS & FACTS

Statewide Hotel Occupancy

July
1994 79.8% +1.0%
1993 79.0%

August
1994 84.8% +2.8%
1993 82.5%

YTD
1994 71.3% +3.1%
1993 69.1%

SOURCE: PKF CONSULTING

■ GROUP TOUR

The Ontario Motorcoach Association held their annual meeting in Toronto, October 17-20. The meeting generated many leads, which are available by contacting Mark Cronin, MOTT x214.

■ GOVERNOR'S CONFERENCE

The 8th annual Massachusetts Governor's Conference on Travel and Tourism is planned for April 11 and 12, 1995 at the Royal Plaza Hotel and Trade Center in Marlborough. The planning committee is now putting together workshop and keynote speakers for the two-day event.

Nominations for Leadership Awards are due on December 15, and they must be accompanied by a letter detailing qualifications and eligibility. Anyone with suggestions for Leadership Awards should contact Mary Hayes, MOTT x245.

■ CONGRATS

Best wishes to Barbara Reilly and her new daughter, Jacqueline Clement, born August 11. Barbara is a VP/account supervisor with MOTT's advertising firm, Houston Effler & Partners.

::

Congratulations to Mariellen Norris, recently named director of tourism and cultural affairs for the city of Salem. Mariellen has been vice president for Regan Communications, special events director at UMASS-Boston and was executive assistant to former Boston Mayor Kevin White.

Bravo to Yankee Candle on being ranked among the nation's best factory tours in the new travel book, *Watch it Made in the USA: A Visitor's Guide to the Companies that Make Your Favorite Products. Watch it Made* is available in bookstores or by calling 800-888-7504.

■ FYI

Farewell to Patricia A. McGovern, MOTT's manager of travel communications. While at MOTT, Pat played an instrumental part in getting the "Sensational Savings For Canadians" program off the ground! She'll be missed by all. Pat plans on managing her own public relations firm in Salem.

MOTT welcomes Kim Kennedy, publications editor back from maternity leave. She is available Mondays, Wednesdays and Thursdays at MOTT, x221.

British Telecom Challenge yacht race

Boston will be the last leg of the British Telecom Challenge's around-the-world yacht race. The entrants include fifteen, 72-foot, steel-hulled yachts, departing from Southampton, England, on September 9, 1995. The itinerary includes: Southampton to Rio; Rio to Sydney; Sydney to Wellington, New Zealand; Welllington to Cape Town; Cape Town to Boston; and finally, Boston back to Southampton. The yachts are expected to arrive in Boston around June 6, 1996, and will stay for three weeks. Contact David Barzilay, 43-44 Hoxton Sq., London N1 England. Tel. (44) 71 729 6088.

Something to quack about

Do the names "Beantown Betty," "Fenway Fanny," "Back Bay Bertha" or "North End Norma" ring a bell? They are Boston Duck Tours' fleet of four amphibious vehicles that were recently introduced at a press conference at the State House. The Duck Tours operate April through November, offering a non-traditional, 70-minute land and water tour of Boston's sites. The roads and riverways will never be the same again. Quack! Quack! For

information, call 617-723-DUCK.

::

Ferry additions

Planning a trip from the Cape to the Islands? There are more ways to get there than ever before. Ferry service will be running May through October aboard the Falmouth-Edgartown Ferry (508-548-9400) and the Freedom Cruise Line (508-432-8999) for service between Harwichport and Nantucket.

::

Central Artery update

The next major portion of the Central Artery North area project is complete with the opening of two temporary loop ramps connecting I-93 and Rte 1. Note the new exit for the Tobin Bridge is now on the left side of the upper deck. Construction on the underground portion of the Central Artery project began in mid-September. Project news is available 24 hours a day by calling 617-CAT-INFO.

::

Ski Guide

The new ski guide will be available November 21 at Mass Turnpike toll booths The guide provides both beginner and avid skiers complete information regarding all of the state's ski facilities.
For the latest in ski conditions, call 800-632-8038 (Northern states); 617-727-3201 (all other areas). The Ski Hotline is updated Monday - Fridays with conditions provided by the Snow Country Reports. For information contact Kim Kennedy, MOTT x221.

::

Ski association formed

Seven ski areas have joined together to form the Berkshire Ski Areas Association including Berkshire East, Bousquet, Brodie, Butternut, Catamount and Jiminy Peak. The association will concentrate on the New York metropolitan area, Northern Connecticut and Western Massachusetts markets. For info call 413-738-5500.

::

Pilgrim's progress

Plymouth is preparing to celebrate the 375th anniversary of the arrival of the Pilgrims in the New World. A year-long calendar of events is being planned with most major activities happening in July, 1995. For information call 617-826-3136.

::

Messenger Editors:
Jane Bouras
Michele Ellicks

MOTT STAFF DIRECTORY

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Deputy Director/North American Marketing
Jonathan Hyde x201

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

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THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION

JAN 17 1995

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NUMBER 78
JANUARY 1995

Winter promotions

In search of some winter fun this season? Acquaint yourself with the new winter guides available now, including the *Massachusetts Ski Guide* and *Great Escapes*. The ski guide provides information on 14 downhill and 15 cross-country ski areas located in the Bay State, and even includes a coupon for a mid-week, $15 learn-to-ski package. The special package features a beginner lesson, lift ticket and equipment rental.

The ski guide is available at any Mass Turnpike toll booth, or by calling MOTT's toll-free ski hotline, 1-800-632-8038. The ski hotline is accessible throughout the U.S. and Canada, and provides ski conditions Monday through Friday. Be sure and call before heading off to the slopes!

Another exciting addition this year is *Great Escapes*, a colorful magazine designed to increase out-of-state visitors to the Commonwealth during the winter and spring seasons. The guide was officially unveiled at MOTT's winter press conference at Mount Wachusett ski area; and is the result of a cooperative effort between the Mass Lodging Association (MLA), MOTT, and American Express. The guide features information on indoor and outdoor activities and getaway ideas for everyone. More than 415,000 American Express cardholders who travel frequently to Massachusetts from the Mid-Atlantic and New England states have received *Great Escapes* in the mail; American Express will then track dollars spent during the winter and spring months, and prepare for future winter travel seasons. *Great Escapes* is available by calling 1-800-632-8038.

■ GOVERNOR'S CONFERENCE

Early registration begins now! Attend the 1995 Governor's Conference on Travel and Tourism, the largest and most important tourism event in the state. Don't miss this opportunity to learn more about tourism issues, meet with MOTT's international public relations and travel trade representatives and network with your colleagues. Early registration begins in January. Register now and save $25. Contact Mary Hayes, MOTT, x245.

■ DOMESTIC

Mass Tourism Day

Mark your calendars for Mass Tourism day, April 20 at the State House. The purpose of the all-day event is increase the visibility of Massachusetts' tourism industry. All 13 RTCs are invited to display their latest promotional material. For information, contact Kara DiFruscia, MOTT, x244.

ACTION CHECKLIST

Domestic/p.1
Governor's Conference/p.1
White House Conference/p.2
International/p.2
Canadian Fam/p.2
Listing/Supplement

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

Cultural tourism seminar

On January 26, the Worcester Art Museum will be hosting, "Marketing Strategies for non-profits!" with Vin Cipolla, VP of Membership and Communications, National Trust for Historic Preservation. Don't be left out in the cold! Register now! For more info, contact Mary Hayes, MOTT, x245.

The White Conference Travel & Tourism

The first-ever White House Conference on Travel and Tourism is planned for next fall in Washington, D.C. at the Sheraton Hotel on October 30 and 31, 1995. MOTT will be organizing 4-5 in-state regional conferences to be held from mid-April to early June cumulating to a statewide White House Conference that will be held in mid-June, 1995, in Boston. For more info, contact Mary Hayes, MOTT, x245.

■ INTERNATIONAL

Ciao Italia!

MOTT's International Department recently hosted a successful Alitalia consumer press FAM tour. Highlights included lunch at the Boston Antique Center, Christmas on Newbury Street, and a visit to the Worcester Common Fashion Outlets. For info regarding 1995 FAM trips, contact MOTT's International Department.

Welcome aboard

Virgin Holidays has expanded its New England operation by opening a regional office in Boston. For more information, contact Mike Leeds at 617-482-0444.

■ CANADA

Food & wine fam

MOTT's Travel Communications Department is organizing a Canadian FAM Trip for late January. A group of Canadian journalists, representing some of the largest publications in Toronto and Montreal, will attend the Boston Wine Festival and the International Cultural Festival. A second FAM trip highlighting Cape Cod and the Islands is in the works for late spring. For more info, contact Jane Bouras, MOTT, x203.

Sensational $avings statewide

MOTT's Executive Director Abbie Goodman will lead a Canadian Sales Mission for representatives from Massachusetts hotels, attractions, restaurants, retailers and regional tourist councils in launching the newly expanded "Sensational Savings for Canadians" program. An assortment of value-added programs for Canadian visitors will be announced during this mission, set for April in Toronto and Montreal. Activities include a reception for Canadian travel agents and a luncheon for travel media and group tour operators. For more information, call Jane Bouras, MOTT, x203.

20,000 leagues under the sea

Dr. Robert Ballard of the Woods Hole Institute will be a featured speaker at Canada's largest underwater show, *Dive Canada* scheduled for April 8, 9 & 10 in Toronto. The Bay State will be billed as a challenging diving destination. For more information, call Jane Bouras, MOTT, x203.

■ GROUP TOUR

ABA

The American Bus Association (ABA) held their annual meeting in Fort Lauderdale, Fl, on December 4-9. The meeting generated many leads, which are available by contacting Mark Cronin, MOTT, x214.

■ CONGRATS

Best wishes to Kim Noltemy Ugorji and husband Lambert on the December 6th arrival of Alexander. Both mother and son are fine.

::

Helen Clagg, of MOTT's Fulfillment Department, became a grandmother for the sixth time on October 16 with the arrival of Nolan Jackson Clagg.

::

Bravo to Michelle Meehan on being named the new Executive Director of the North of Boston Convention and Visitors Bureau. Michelle will be missed by Old Sturbridge Village where she was the Director of Marketing and Publications.

::

Discover New England

AUTUMN 1994

CONNECTICUT • MAINE • MASSACHUSETTS • NEW HAMPSHIRE • RHODE ISLAND • VERMONT

What is *Discover New England*? *Discover New England*, whose corporate name is actually *New England State Travel Directors' Council, Inc.*, is a nonprofit international marketing organization comprised of each the six New England state travel offices. It is overseen by a board of directors which consists of the six New England state directors of tourism, who meet regularly throughout the year to review current programs and to plan for the future. The managing director is charged with the day-to-day responsibility of executing and directing the marketing programs and reports to the board monthly. *Discover New England* works in close partnership with all six New England state tourism offices as well as with the United States Travel & Tourism Administration (USTTA), both in Washington, D.C. and abroad. It has entered into an official relationship with the USTTA and receives financial support for projects abroad under a Regional Marketing Development Program (RMDP), a result of the organization's three-year strategic plan for marketing in the United Kingdom and France. International visitors represent a fast-growing and lucrative market for New England, and *Discover New England* is committed to obtaining a fair share of this important market on behalf of the private-sector tourism industry in New England.

Note from the Chair ...

"The concept of a multi-state marketing consortium has tremendous value internationally. Very few foreign visitors know where Vermont begins and New Hampshire ends, or what the actual border is between Vermont and Massachusetts. By joining together, we are able to offer a much greater diversity of product with the hope that international visitors, who traditionally stay three times longer than domestic visitors and will spend their entire holiday in New England. The partnership simply makes good economic sense."

- **Bobbe Maynes**, Chairperson, *Discover New England*

"New England has virtually escaped the two most offensive disfigurements of American cities: traffic lights and neon advertising."

-Michael Watkins
The London Daily Times

DISCOVER NEW ENGLAND'S BOARD of DIRECTORS

Connecticut State Tourism Office
Edward Dombroskas, Secretary
203-258-4300

Maine Office of Tourism
Hilary Sinclair
207-287-5710

Massachusetts Office of Travel & Tourism
Abbie Goodman
617-727-3201

New Hampshire Office of Travel & Tourism Development
Christopher Jennings, Treasurer
603-271-2666

Rhode Island Tourism Division
David DePetrillo, Vice Chairman
401-277-2601

Vermont Department of Travel & Tourism
Bobbe Maynes, Chairperson
802-828-3237

NEW ENGLAND POSTS RECORD GAINS IN INTERNATIONAL ARRIVALS

Discover New England's efforts in promoting international tourism into New England have resulted in record-breaking gains in international arrivals for three of its member states. USTTA's recently-released data on growth rates in international arrivals for 1993 for Maine, Vermont and New Hampshire ranged from 37 to 53% increases for those states! *Discover New England* maintains offices in Massachusetts and has consumer fulfillment and public relations offices in both the United Kingdom and France, and will be commencing operations in Germany in 1995.

"The prospects for 1994 look equally strong," said Sarah Mann, the organization's managing director and former Massachusetts state travel director. Mann added that much of the 1993 growth was attributable to the expanded tour product now available throughout Europe for New England. "Fly-drive accounts for more than 76% of our visitor traffic," said Mann, "and the fastest-growing trend is the increasing use of New England's charming country inns, resorts and bed & breakfasts."

Expanded itineraries for New England now feature both golf and ski holidays as well as summer and beach-oriented stays.

DISCOVER NEW ENGLAND NEWSLETTER

Discover New England's UK and French representation firms, *Boston Fox Tigue* and *Atlantic Associates*, have developed, printed and distributed two editions of its newsletter, ***Discover New England***, aimed at the UK and French travel trade. These handsome full-color, four-page newsletters (see photo right), which cover topics of interest to prospective visitors, have been extremely well received by their target audience. Newsletters are published quarterly by season, and items of interest should be directed to both UK and French PR firms at the addresses shown above right.

This is the first edition of *Discover New England's* domestic newsletter. Thanks to Bill DeSousa of DESTINNATIONS NEW ENGLAND for his assistance in the writing and production of this newsletter. Please call to be added to the newsletter mailing list.

KEEP US "IN THE KNOW"

With press offices in both the UK and France *Discover New England* is *always* seeking newsworthy material for the press in these markets. Whether it be a great travel package, an exciting event or other tourism related piece of news, please see that the following offices are included on your press lists:

Sarah Graham Mann
Discover New England
21 Pearl Lane, East Falmouth, MA 02536
508-540-8169 • FAX 508-540-8195

Doreen Willis Bailey
Discover New England Press Office
56 Fitzjames Avenue, London W14 0RR
011-44-71-603-1213 • FAX 011-44-71-371-6902

Mylène Favre
Atlantic Associates
52, Champs-Élysées, 75008 Paris France
011-33-(1) 42-56-45-51 • FAX 011-33-(1) 45-61-48-99

NEW ENGLAND INNS, THE PERFECT AMERICAN FLY-DRIVE VACATION.

UK Version of the Discover New England Newsletter

TRAVEL AGENT TRAINING OVERSEAS PROMOTES NEW ENGLAND

Travel agent training has been conducted in both the UK and France this past year. In the UK, more than **600** agents received comprehensive training in London, Manchester, Birmingham and Glasgow. In France, more than **300** agents received in-depth training in Paris, Bordeaux, Marseilles, Barcelona and Madrid (no - Barcelona and Madrid are *not* in France, but participate through the French USTTA office).

Further travel agent training is planned for the current year.

SUCCESS AT *TOP RESA* SHOW

With a lot of fine help from our good friends at *TWA*, *Discover New England* hosted a luncheon at France's largest travel trade show, **Top Resa**, in Deauville on October 1, 1994. Jointly sponsored by *TWA* and *Zenith Tours*, the **NEW ENGLAND LUNCHEON** offered 400 top travel agents, tour operators, travel press and airline partners a chance to sample New England foods and hospitality. The menu featured New England clam chowder with croutons, fish cakes, scallops, baked beans, cheddar cheese and crackers, *Sakonnet* Chardonnay and Maine blueberries atop vanilla ice cream. Boston's *Legal Seafoods* donated all of the seafood in addition to the services of their talented corporate chef, Ms. Guida Ponte, who flew to Deauville to prepare the luncheon. Our thanks to all the sponsors and to our partners in France.

Sarah Mann serves Legal Seafoods' Clam Chowder to attendees

The day was a smash hit - and not a drop of clam chowder was left over! This was the first time a luncheon of this type had been permitted on the grounds of Top Resa and everyone involved departed happy, well-fed - and with a new appreciation for New England!

Jean Duband, TWA's Manager, France, confers with Legal Seafoods' Chef Guida Ponte

DISCOVER NEW ENGLAND PARTNERS WITH *YANKEE*

Yankee Publishing, the publisher of *Yankee* magazine, *Yankee Travel Guide to New England* and other publications, will again provide 6,000 copies of its 24th annual *Travel Guide to New England* for distribution abroad. "For 59 years, the *Yankee* brand has worked to preserve and enhance the United States' most clearly defined region -- a region that grows on its visitors, a region ... [about which] ... Americans feel a sense of ownership, history, permanence and roots," said J. D. Hale, the *Guide's* publisher.

Since the inception of this partnership last year, thousands of the publication have been circulated to, literally, the four corners of the globe. *Guides* are used as one of *Discover New England's* fulfillment pieces.

Reaction to the *Guide* has been outstanding; it is comprehensive and entertaining, with truly helpful information which can be put to use by foreign visitors unfamiliar with New England, its culture, geography, history and many sights and attractions.

ON THE ROAD AGAIN ...

Discover New England's itinerant managing director, Sarah Mann, recently returned from Top Resa (Paris) and Pow Wow Europe (Milan). She spoke last month in New Hampshire's White Mountains on international tourism and *Discover New England's* initiatives. Upcoming are speaking engagements for Mann at the following conferences:

Maine Office of Tourism Conference
Building Regional Tourism, November 1-3, 1994
Waterville, Maine • Information: 207-287-5711
Presentation: November 2, 1994

12th Annual Vermont Travel Industry Conference
Partnerships For Success, November 2-3, 1994
Killington, Vermont • Information: 802-253-7287
Presentation: November 3, 1994

Discover New England's newest publications

DISCOVER NEW ENGLAND RETURNS TO WORLD TRAVEL MARKET

Discover New England will be returning to World Travel Market this November for the first time in two years. Chairperson Bobbe Maynes said, "With the growth in our UK visitation, plus the launch of *Northwest Airlines* ski brochure, it is a perfect time for us to return to this important show."

Discover New England is seeking donations of items to give away at the show from New England tourism industry members. Tee shirts, pens, candles, maple sugar candy and other promotional items ... anything and everything will be welcomed!

Those wishing to donate some items (minimum lot: 20), please ship to *Discover New England* headquarters at 21 Pearl Lane, East Falmouth, MA 02536 prior to November 3rd. Donated items will be given to British tour operators, travel agents and journalists visiting the *Discover New England* booth during special press hours.

TRAVEL AGENTS TALK BACK

"The feedback I have received from the Directors, Management and Staff following your presentation to them on 02 September has been exceptional and ranks as probably the best one ever made by a Principal or external organization.

Finally, Sarah ... many thanks indeed for taking the time out of your busy schedule to talk to us. It really was appreciated and I am sure our business to New England will increase as a direct result of your visit."

-Scott Fleming, *Travel 2 Travel 4*, London

AND FROM THE PRESS ...

"I am finally getting settled back at my desk - it has been very hard coming down to earth after such a stimulating and rewarding time in New England. Over the next few days, I shall be writing to everyone concerned, but I wanted to write to you first. I never dreamt a trip would be so easy, with everything falling so neatly into place and everyone doing their home work so as to provide me with really useful material. I know it was all down to your hard work behind the scenes - a very big thank you indeed."

- Susan Gordon, BAA *Essential Explorer*, London

"USTTA is proud to be a partner of Discover New England, which is one of the country's most effective and aggressive regional marketing organizations."

-Phillip Jones, Director, Legislative & Intergovernmental Affairs, USTTA

WHAT DOES DISCOVER NEW ENGLAND DO?

Annually, in both the UK and France DNE:

- *Participates* in major trade shows
- *Publishes* a four-color newsletter for the travel trade
- *Issues* monthly press releases and feature story ideas
- *Maintains* a consumer fulfillment telephone line ar distributes literature in-market
- *Holds* at least one series of travel agent training semina
- *Sponsors* dozens of fam tours for both journalists ar operators
- *Works* with the USTTA on marketing programs ar participates in the appropriate VISIT USA committee
- *Participates* in special events, as appropriate, such as t recent New England Lunch at Top Resa and the speci new ski brochure from *Northwest Airlines*
- *Retains* a public relations firm to handle incoming ca from trade and consumer press and the travel trade

In 1995, *Discover New England* will be entering the Germ market, too!

The DNE gang at the N.E. Clambake at Pow Wow Miami (l to r) Dina Jack (ME), Sal Starling (MASSPORT), Marion DiPietro (TOURCO), Ed Dombros (CT), Bobbe Maynes (VT), David DePetrillo (RI), Abbie Goodman (MA) Andrea Tindal (NH).

Here in the United States DNE:

- *Participates* in Pow Wow and other TIA events
- Works closely with all six state tourism offices and MASSPORT
- *Participates* in events, conferences and assists in train the industry in international tourism promotion
- *Maintains* a Congressional Advisory Board in Washi ton, D.C. chaired by Massachusetts' Senator John Ke
- *Meets* regularly with its private sector advisory task fo consisting of four representatives from each state (no nated by the state travel director) and one representat from each state's lodging association
- *Disseminates* hundreds of leads to the six states and tc designated receptive tour operators
- *Responds* to hundreds of requests from travel agents tour operators around the world for New England lit ture, calendars of events, slides, videos and posters.

FISCAL YEAR '94 FAM TOURS

United Kingdom
Michael Watkins, *London Times*, *Telegraph* (independent)
Margaret Cunningham, *Irish News*, radio
BBC Holiday Programme
Wish You Were Here Programme, Thames Television
Michael Woods, *Southwest Independents*
Neil Murray (Travel Editor), *Daily Mirror*
Tim Locke, *Essential Explorer* (BAA)
Susan Gordon, *Essential Explorer* (BAA)
Victoria McKee, *You, Best* (independent)
John Gumbley, *Sky News*
John Burrowes, *Glasgow Herald*
Tim Fullham, *New England Country Homes*
Wendy Stevens, *New England Country Homes*
Tim Richards, *Travel Tapes* (radio throughout UK)
Bon Voyage, Irish television show
BBC, Blue Peter crew (recording and filming)
Stephanie Colasanti, travel photographer, *Interval*, et al
Bill Dale, *Good Ski Guide, Sunday Times Ski Directory*
David Heard, Chief Ski Writer, *Travel Weekly*
John Hill, publisher, *Good Ski Guide, Good Holiday*
Roy Cross, regional radio (several stations)
David Rose, Ian Thornley, Malcolm Bromham,
Northwest Airlines
Ken & Pat Murrill, *The Daily Express* et al

France
Gilles Pudlowski, *Le Point* (and other top food pubs)
Nicole Lise-Bernheim
Helen Constanty, *L'Expansion*
Francois Dupuy, *Sud-Ouest*
Nicole Clodi, *La Depèche du Midi*
Christian Combaz, *Le Figaro*
Daniel Schneidermann, *Le Monde*
Chantal de Rosamel, *Le Généraliste*
Gerald Sebille
Jean-Pierre Grobart, *Tour Hebdo*
Sylvain Grandadam, *Voyagers*
Six American Express Corporate Agents, Paris plus
Northwest Airlines escort, JETSET staff plus agent

Germany
Jürgen Gutowski, *Der Spiegel*
Jürgen Uhrig, *Das Bild*
Marton Radkai (three assignments)

Canada
Norman Cazelais, *Le Devoir*

Switzerland
Gerald Baeriswyl, *Information Immobilière*
Padma DeMello, *Geneva News & International Report*

Italy
Go-Round Travel
Mayor of Milan
Paolo Bertelli, VIVI Tours

South Africa
Christine Roberts, *Ideas Unlimited*

TURNED OUT/ON ABOUT NEW ENGLAND!

Hilary Sinclair, Maine's state tourism director, and *Discover New England* managing director Sarah Mann recently returned from *Pow Wow Europe* in Milan, Italy. Both reported that the turnout for the show was outstanding! Operators, agents and other travel intermediaries showed tremendous interest in learning more about New England. The pair fielded nearly 40 appointments the first day alone!

NEW FRENCH PUBLICATION FOR NEW ENGLAND!

The Massachusetts Port Authority (MASSPORT) and *Discover New England* cooperated recently on a major publication for the fast-growing French market. A special 24-page, four-color supplement to *L'Echo Touristique* was included in the September edition of this leading French travel trade magazine. Issued just before the major trade show *Top Resa*, *Discover New England* also ordered 4,000 additional copies for use during the year at French travel agent training sessions and for other opportunities as they arise.

WHAT SOME OF THE JOURNALISTS VISITING NEW ENGLAND HAD TO SAY ...

"I wanted to thank you for the excellent organization of our trip ...it really could not have gone more smoothly. I can assure you that it is very rare for a press trip to go so perfectly. We were especially grateful that you ... made the effort to come out and meet us in Woods Hole, and on a Sunday at that!"

- John Brunton, UK

"Now that I am back in 'Old' England, I felt I would like to take a few minutes to thank you most sincerely for your help and consideration in arranging such a splendid itinerary for Jan and me during our recent tour of your region. We enjoyed our experiences immensely and really fell in love with many of the states in New England."

-John Ball, Travel & Motoring Editor
TOPIC Magazine Group

"I had a great trip, helped enormously by your painstaking assistance with my complicated ten-week itinerary in New England. Thank you indeed for working on it at such short notice. Without your help, I doubt if my resources would have gotten me to half the places I needed to see, and the logistics of itinerary planning would have used up more ... time."

-Tim Locke, BAA *Essential Explorer*

WHITE HOUSE CONFERENCE ON TOURISM TAKES SHAPE IN WASHINGTON

U. S. Under Secretary of Commerce for Travel & Tourism Greg Farmer, Rep. Jim Oberstar and a cast of private-sector tourism leaders opened the headquarters for the *White House Conference on Travel and Tourism* announcing that a national conference will be held in Washington October 30-31, 1995.

(l to r) Phil Jones, USTTA, Dick Hamilton, White Mountains Attractions, and Greg Farmer, Under Secretary of Commerce for Travel & Tourism, in Boston

The Conference's federal issue papers will form the agenda for state and industry conferences held across the country leading up to the Conference later next year. The document outlines nine key areas that will impact the future of the travel and tourism industry in America. Next September, the industry's findings will be compiled for presentation at the national conference and formulated into a national strategy to guide the travel and tourism industry into the 21st century.

NORTHWEST AIRLINES SKI NEW ENGLAND PROGRAM LAUNCHES IN THE UK

To assist in promoting New England as a four-season destination, *Discover New England* coordinated the development of a partnership between itself, *Northwest Airlines* and *NATCO*, one of its receptive tour operators. The showpiece of this partnership is a *Ski New England America's Best Kept Secret* program supported by a 30-page, full-color brochure in which ski drive packages are promoted at nearly ten properties in northern New England. The program is further supported through in-flight videos, a PR campaign, direct mail and more.

DISCOVER NEW ENGLAND LISTENS!

On November 28-29 in Nashua, NH, *Discover New England* will hold its 4th private-sector task force planning meeting and retreat. These meetings, held in various locations throughout the region, offer valuable opportunities for the private sector to receive first-hand information on current and proposed activities and provides *Discover New England* with the opportunity to receive input from the industry at large. Industry leaders, as nominated by each state's travel director, and a representative of each state's lodging association comprise the task force.

Discover New England
21 Pearl Lane
East Falmouth, Massachusetts 02536
508-540-8169 • FAX 508-540-8195

A Marketing Partnership of the Six New England State Travel Offices

MASSACHUSETTS OFFICE OF TRAVEL & TOURISM, 617-727-3201
1995 EVENTS

January 26
Marketing Strategies for Non-Profits
Worcester Art Museum
Worcester, MA
Mary Hayes x245

January 30-February 4
Japan Sales Mission Japan
Japan
Kim Noltemy x232

February 13-17
UK Sales Mission
London & Manchester, UK
Fred Clifford x226

February 22-26
BIT
Milan, Italy
Olympia Brescia x231

March 1
Market Analysis on a Shoestring
Paine Estate
Waltham, MA
Mary Hayes x245

March 4-9
ITB
Berlin, Germany
Fred Clifford x226

March 16
NY Mission
New York, NY
International x231

April 3-7
Italian Sales Mission
Italy (4 Cities TBA)
Olympia Brescia x231

April 17
Newton Heartbreak Hill International Youth Race
Newton, MA
Encourages healthful living for the world's youth while promoting international understanding.
Linda Plaut 617-552-7130

April 11 & 12
8th Annual Massachusetts Governor's Conference on Travel and Tourism
Royal Plaza Hotel and Trade Center
Marlborough, MA
Mary Hayes x245

April - TBA
Canadian Sales Mission
Toronto & Montreal
Mark Cronin x214

April 20
Mass Tourism Day
State House, Boston
Kara DiFruscia x244

April 26
Packaging? What is it? How is a Package Developed? Why will Packaging Benefit Your Organization?
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Shelburne, MA
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Statewide
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New York, NY
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MOTT STAFF

US/Canadian Travel Communications
Jane Bouras x203
Michele Ellicks x222

Publications
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Int'l Marketing
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Kim Noltemy x232
(Selena Seto) x232
Fred Clifford x226
Patsy Tucker x234

Group Tour
Mark Cronin x214

Special Events/Gov.'s Conference
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Special Projects
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Administration
Jerry Addivinola x213

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Peter Lee x211

Research
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Traveler Information
Steve Walsh x256
Helen Clagg x252
Carolyn Kinsey x251
Stacie Banks x0

Executive Director's Office
Abbie R. Goodman x208
Phyllis Campbell x208

Deputy Director/North American Marketing
Jonathan Hyde x201

MOTT welcomes David Mazzarella who joins the Research Department. Prior to joining MOTT, David designed and built computers on Cape Cod. He has also played an instrumental role in developing *Smart Card*. David will be replacing Mark McDermott, who will be leaving MOTT in the spring.

■ FYI

'94 Governor's Energy Awards honors Mass innovators

The Cambridgeside Galleria shuttle bus is one of three energy-related projects to receive the 1994 Governor's Energy Award from Lt. Governor Cellucci and Commissioner Stephen Remen on December 7 at a State House ceremony. The award program was created to increase awareness of resourceful energy-related initiatives. For more information, contact Susan Gedutis, Mass Division of Energy, 617-727-4732, x134.

::

Raise the curtain

Bostix recently opened it's second half-price, day-of-show ticket booth at Copley Square. The new booth was designed by Graham Gund Architects and built by Thoughtforms Corporation. Tickets are available for sporting events, museums, trolley tours and dinner cruises For more information, call 617-482-BTIX.

::

Advertising opportunity

The RTCs have joined together to put co-op advertising in three spring Conde-Naste publications at a substantial discount, and in US Air Magazine's shuttle section, available to shuttle passengers on Bos/NYC and Bos/DC routes.

::

STATS & FACTS

Statewide Hotel Occupancy

Sept.	1994	84.7%	+2.4%
	1993	82.7%	
Oct.	1994	91.0%	+4.5%
	1993	87.1%	
YTD	1994	75.4%	+3.3%
	1993	73.0%	

SOURCE: PKF CONSULTING

Anniversary celebrations

Northwest Airlines will be a corporate sponsor in Plymouth's 375th anniversary celebration of the Pilgrim's landing. Northwest will promote Mass as the "birthplace of America" to consumers and travel agents in the UK.

::

Chill the champagne

In 1995 Boston's Museum of Fine Arts will celebrate its 125th anniversary, and the Massachusetts Capital Building will be 200 years old.

::

New name

The Directors of the Revolutions & Textiles of the Merrimack Valley Convention and Visitors Bureau unanimously voted to change their name to the Greater Merrimack Valley Convention and Visitors Bureau. For info, call 508-459-6150.

::

Need a lift?

The Mass Bay Brewing Company provides a free shuttle to those who are in Boston and without a designated driver. The Harpoon shuttle operates within the Greater Boston area during the afternoon and evening hours, Tuesday through Saturday. For info, call Fitz Granger, 617-574-9551.

::

Wednesday is senior day

The Norman Rockwell Museum in Stockbridge is offering a special half-price admission on Wednesday for seniors 62 and over. The offer is good through April 1995. For more info, call 413-298-4121.

::

Coast to coast

Cape Air and America West Airlines now offer discounted fares between four Cape and Island destinations and Columbus, Phoenix, Las Vegas and LA. Fares apply with a 14-day advance purchase excursion fare. Effective immediately, the fares are subject to availability. For further info, contact Cape Air at 1-800-352-0714.

::

Central Artery update

The area behind Quincy Market is buzzing with construction activity. Crews are building three underground walls for the new highway between the Dock Square Garage and Callahan Tunnel. Construction on sections of the new underground highway near Quincy Market and South Station are slated for the spring. Project news is available by calling 617-CAT-INFO.

::

Good news for the travel industry

Consumer confidence is at a four year high, according to the Consumer Confidence Survey. The U.S. consumer index rose to 102.2 in December, up from 100.4 in November. New England indexed at 85.5, 29.8 points higher than November 1993. The Mid-Atlantic index is up, at 70.1, but still lags behind other U.S. regions.

::

Easy Listening

The Worcester County CVB (WCCVB) has four audio tapes designed to assist tour bus escorts and visitors exploring Central Massachusetts. Narrated by Granny and her grandson, Wally, the tapes are sure to be a hit. For information, call WCCVB at 508-752-2920.

::

Center Stage

Seiji Ozawa Hall at Tanglewood is the recipient of three awards. Accolades include: The 1994 Honor Award from the American Institute of Architects of New England; winner of the *Interiors* Awards Competition - the Hall will be featured in the January issue of *Interiors* magazine; and the Grand Award in the Awards of Excellence competion of the National Commercial Builders Council. Forthcoming, is the prestigious Honor Award from the American Institute of Architects. For info call the BSO, 617-266-1492.

Messenger Editors
Jane Bouras
Michele Ellicks

Massachusetts Office of
Travel & Tourism
100 Cambridge Street
Boston, MA 02202

B12358
Mr. Leonard Adams
Government Documents
University Library
University of Massachusetts
Amherst, MA 01003

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor,

Mass. MA32.3:80 v

THE MASSACHUSETTS MESSENGER

DOCUMENTS COLLECTION

NUMBER 80
APRIL 1995

JUN 1 1995
DOCUMENTS COLLECTION

24 Honored at Eighth Annual Governor's Conference

Abbie R. Goodman, MOTT's executive director, opened the 1995 Massachusetts Governor's Conference on Tuesday, April 11. The conference was held at the Best Western Royal Plaza Hotel & Trade Center in Marlborough. Goodman welcomed more than 600 attendees and moderated the two-day conference. Lieutenant Governor Paul Cellucci was the keynote speaker at Tuesday night's Gala Dinner and presented Leadership, Hospitality and Special Recognition awards to tourism industry representatives. Governor William F. Weld and Secretary Larson were featured speakers at Wednesday's breakfast.

Leadership awards were presented to: Mayor John Barrett, III, North Adams; Robert S. Caporale, Esq., chair, World Cup Bid & Host Committees; Monte Ferris, chair, Fall River Chamber of Commerce Tourism Committee; Richard Johnson, city manager, Lowell; Edward McCourt, Massachusetts Bay Community College; F. Daniel Montague, former tourism marketing director, Massport; Anne Turcotte, former chair, North of Boston Convention & Visitors Bureau; and Gary Vaillancourt, owner, Vallaincourt Folk Art. Marie Rust, North Atlantic regional director, National Park Service, received a special recognition award.

Hospitality award recipients included: Elizabeth Ambrosino, Jiminy Peak the Mountain Resort; Ceneath Boulier, Lexington Visitors Center; Patrolmen George Cabral & Rufino Gonsalves, Falmouth Police Department; The Comfort Inn North Dartmouth/New Bedford; Mary D. Malavase, Beachside Resort; Peter & Georgette Mancuso, Northern Berkshire Fall Foliage Festival; Martha's Vineyard Agricultural Society; Kevin Mulligan, Salem Maritime National Historic Site; Robert Olson, Old Sturbridge Village; Atoa Ripley, Hu Ke Lau Restaurant; Margaret Spalluzzi, Plimoth Plantation; Susan Tagliareni, Sheraton Boston Hotel & Towers; Sandra Thomas, Greenfield Commercial Development Committee.

■ DOMESTIC

"It's on to the White House"

The excitement continues to build for the first-ever White House Conference on Travel & Tourism. The conference is scheduled for October 30 & 31, 1995 at the Sheraton Hotel in Washington, D.C. A schedule listing Massachusetts' 5 regional White House Conference seminars will be mailed out shortly to members currently on MOTT's and the RTCs'

ACTION CHECKLIST

Heritage Network/p.2
375th Anniversary/p.2
'95 Getaway Guide/p.2A
"Sensational Svgs."/p.2B

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

mailing lists. Participants are welcome to register for more than one seminar. These seminars culminate on Thursday, June 15, with an all-day seminar at the Boston Park Plaza Hotel finalizing Massachusetts' position on nine issues outlined by the White House Conference on Travel & Tourism.

Governor Weld and Secretary Larson recently announced the names of the eleven delegates selected to represent Massachusetts at the Washington, D.C. conference. The delegates are: Ms. Laurie Norton Moffatt, executive director, Norman Rockwell Museum; Mr. William Wilson, Jr., executive director, Berkshire Hills Visitors Bureau; Dave Moore, president, Massachusetts Ski Area Association and general manager, Mt. Tom Ski Area; Ms. Alberta Sebolt George, president, Old Sturbridge Village; Mr. Stephen Tocco, executive director, Massport; Mr. Francis Joyce, executive director, Massachusetts Convention Center Authority; Mr. Paul Sacco, general manager, The Omni Parker House Hotel; Ms. Haruko Aoki, president, Total Travel and Excursion; Mr. Vincent J. Catania, president, Dan'l Webster/Hearth and Kettle restaurant; Ms. Randi Vega, executive director, Martha's Vineyard Chamber of Commerce; and Doreen Bilezikian, president, Christmas Tree Shops. The alternate delegates are: Ms. Linda K. Paresky, senior vice president of travel education and policy development, American Express; Mr. Sayed Saleh, owner and general manager, The Orchards, Williamstown; and Mr. Steve Elmont, owner, Mirabelle restaurant in Boston. The goals of the conference are to increase an understanding of travel and tourism and to recommend strategies and programs that will help the industry reach its potential.
Issue papers will be mailed upon receipt of registration. For further info, please contact Mary Hayes, MOTT, x245.

Set the sails

Both Provincetown and Plymouth are gearing up for many celebrations in honor of the Pilgrim's First Landing in America. Highlights of Provincetown's festivities will include the lighting of the Pilgrim monument during the evenings of July 19-22; a visit by the *Mayflower II* to Provincetown Harbor, July 19-22; an evening concert featuring patriotic and gospel music on July 21st, aboard the *Mayflower II*; and the arrival of several Tall Ships to the Harbor. Plymouth will also be buzzing with activity including a waterfront festival, July 14-16; a pageant by the Gay Head Wampanoag Dancers; a free outdoor concert on July 15; a historic regiment parade dedicated to Myles Standish; and the swearing in of 102 new citizens by Chief Justice David Souter. For further information, call 508-487-3424 for Provincetown events, and 617-826-3136 for Plymouth events.

Mass Heritage Discovery Network

A new database featuring cultural, historic and scenic sites will be up and running at Cape Cod visitor centers this spring. Tourists will be able to obtain information tailored to their interests and receive a "Customized Visitor's Guide." Each guide includes the following information: address, telephone number, hours of operation, admission fees and handicapped accessibility. The database is a cooperative effort between the Cape Cod Chamber of Commerce, the Cape Cod Commission and the Department of Environmental Management. For info, contact Chris Green, DEM, 617-727-3159.

"Beam me up, Scotty"

There's a bit of magic in Boston's state office buildings. The lobbies of the Saltonstall & McCormick Buildings have M.A.G.I.C. (Mass Access to Government Info Center) kiosks. M.A.G.I.C. provides info about the Commonwealth from public hearing to tourist

attractions. For info, contact Bob Maginnis, OMIS, 617-973-0011.

SuperHost update

SuperHost, the exciting new customer service training program that was brought to Cape Cod last fall from Vancouver, British Columbia is running smoothly and receiving rave reviews. In 1995 the Cape Cod Chamber of Commerce hopes to take SuperHost across the Commonwealth. For more information, contact Frank Gibson, coordinator, SuperHost Massachusetts, 508-362-3981.

Hot off the press

The 1995 edition of the *Massachusetts Getaway Guide* is bigger than ever. The 120-page magazine, published in collaboration with New York Times Custom Publishing, has expanded editorial features and increased advertising from Massachusetts' destinations and travel businesses. The guide will be distributed at 300 CVS Pharmacy stores in the New York, Albany and Hartford/New Haven metro areas beginning in May. It's also available at the state's gateway information centers and is being mailed via first class mail to consumers. New features of the *Guide* include an all-new design; the inclusion of fall foliage and skiing information; color coding of regions throughout the magazine; and the grouping of all planning information into five regional sections, each beginning with a full-page photo. It's not too early to plan to advertise in the 1996 *Guide*. If you'd like to receive information about advertising in next year's magazine, contact Barbara Reilly at Houston Effler Herstek Favat, 617-375-7222 or fax her at 617-267-6472. For an individual copy of the new *Guide*, call 800-447-MASS. Fax ideas, comments, and corrections to Kim Kennedy at MOTT, 617-727-6525.

■ INTERNATIONAL

Japanese sales mission

Massachusetts held the 7th annual Japan Mission from January 30-February 3. Representatives from the private sector, MOTT and Massport made sales calls to top Tokyo-based tour operators. A reception was held in Tokyo for 130 travel trade representatives and journalists. This year's mission was sponsored by Northwest Airlines. For more information, contact Kim Noltemy Ugorji, MOTT, x231.

UK sales mission

Last month Fred Clifford of MOTT's International Department, Larry Meehan, director of public relations for the Greater Boston Convention & Visitors Bureau, and Brooks Kelly, executive director, Plymouth County Development Council, participated in a four-day sales mission to the United Kingdom. The three gents were busy meeting with journalists from travel trade and consumer publications, participating in radio interviews, and planning future destination opportunities with major air carriers that fly out of London. Hats off to American Airlines for sponsoring this year's mission. For more information, contact Fred Clifford, MOTT, x226.

South American PR representatives added

MOTT has just added public relations representatives in Argentina and Brazil, further expanding its international efforts to South American markets. For more information, contact Kim Noltemy Ugorji, MOTT, x231.

■ CANADA

Food & Wine FAM

A group of Canadian journalists, representing publications based in Toronto and Montreal recently attended events in conjunction with the Boston Food and Wine Festival. The group attended Celebrity Chef Cooking Demonstrations, and enjoyed special chef's dinners. FAM highlights included a visit to the MFA and a champagne and caviar

demonstration at the Copley Plaza Hotel. The FAM was sponsored by MOTT, the Greater Boston Convention & Visitors Bureau, US Air and the Boston Park Plaza Hotel. A second Canadian FAM trip to the Cape and Islands is planned for early June. For more information, contact Jane Bouras, MOTT, x203.

"Sensational Savings" statewide

"Sensational Savings for Canadians" has gone statewide due to its successful debut in Bristol County last summer. Canadian visitors will save up to 25 percent at 350 participating hotels, restaurants, attractions and retailers. The program will be promoted at a sales mission in Toronto & Montreal on May 9 & 10.

Ads promoting the program are already breaking in major Canadian newspapers. Canadian Consumers will receive a 12-page *Savings Guide* in addition to the *Getaway* brochure. The brochure includes a brief introduction to the program and a list of major holidays in both French and English, followed by 10 pages of savings. For more information, contact Jane Bouras, MOTT, x203.

Canadian sales mission

Participants in MOTT's newly expanded "Sensational Savings for Canadians" will be traveling to Toronto & Montreal on May 9 and 10. MOTT's Executive Director Abbie Goodman will lead the mission, which will include Massachusetts hotels, attractions, restaurants, retailers and regional tourist councils participating in the "Sensational Savings" program. If you are a "Sensational Savings" participant and have not yet received information, call Mark Cronin, MOTT, x214.

■ GROUP TOUR

Good news from the Group Tour department!

A new Group Tour Destination Planner is in the planning stages for 1995. This comprehensive guide is designed to inform group tour operators of the wide range of facilities and services available in and around the Bay State. Questions? If your business should be included, contact Mark Cronin, MOTT, x214.

■ FYI

Annual Daffodil Festival

Nantucket's 21st Annual Daffodil Festival will take place April 28-30. A planting of more than 10,000 new bulbs last fall will make Daffodil Season on Nantucket even more spectacular; there are already three million daffodils on the island. Festival highlights include the Annual Antique and Classic Car Parade; the Annual Daffodil Tailgate Picnic; the Store-Window Decorating Contest and the Daffodil Inn Tour. For a calendar of Daffodil Festival and springtime events, call the Nantucket Island Chamber of Commerce at 508-228-1700, x428.

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Island hopping

This summer, the Bristol County Convention & Visitors Bureau (BCCVB) will promote the "2 Islands in 2 Days!" program. Highlights include: a day trip to Martha's Vineyard aboard the *MV Schamonchi*; a New England clambake; overnight at the Seaport Inn and Marina in Fairhaven and a trip to serene Cuttyhunk Island aboard the *Alert*. For more information, contact the BCCVB at (508) 997-1250.

::

News from the net

Volleyball celebrates its 100th anniversary in 1995, and Springfield's Volleyball Hall of Fame will honor the sport with a number of special championship events. Three national championships are planned, including the NCAA Men's Division I Championship, May 5 & 6, at the Springfield Civic Center. For more information, contact the Greater Springfield CVB, (413) 787-1548.

::

Ad campaign launched for new museum at JFK Library

A new advertising campaign for the JFK Library, consisting of five print ads and three television commercials, is running nationally. The campaign, created by the Richmond, VA-based Martin Agency, aims to inspire people to visit the Library's new museum and to educate a new generation which does not have any personal memories of JFK. For information, contact Frank Rigg at (617) 929-4557.

::

Golf guide

Bay State Fairways: The Guide to Public Golf Courses in Massachusetts, released by MOTT last summer, is once again available. The guide lists more than 200 public-access golf courses (public and semi-private) across the state. For info, contact Steve Walsh, MOTT, x256.

::

British are coming

The Boston Antique Center, located on Canal Street, will be unveiling their "British Floor" on April 27 with 5 floors of porcelain, furniture, paintings, prints, mirrors and silver. For more information, contact Dev Hamlen at (617) 742-1400.

::

Numero uno

Congratulations to Houston Effler Herstek Favat on being named New England's Agency of the Year by *Adweek* Magazine.

::

Maple Sugar season

Now through April, the Massachusetts Maple Phone, (413) 628-3912, provides callers with daily reports on the boiling season. Maple sugar seekers looking for a directory of maple sugar producers can write: Massachusetts Maple Producers Association, Watson-Spruce Corner Road, Ashfield, MA 01330.

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MOTT STAFF

US Canadian Travel Communications
Jane Bouras x203
Michele Ellicks x222

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Shelburne
Mary Hayes x245

May 2
White House Conference Regional Meeting/ Franklin County, Mohawk Trail & the Berkshires
Swift River Inn
Cummington
Mary Hayes x245

May 5
White House Conference Regional Meeting/Greater Springfield & Worcester County
Hotel Northampton
Northampton
Mary Hayes x245

May 7-13
Mass Tourism Week
Statewide
12th annual observance
Kara Viola x244

May 9 & 10
Canadian Sales Mission
Toronto & Montreal
Mark Cronin x214

May 17
White House Conference Regional Meeting/ Plymouth & Bristol Counties
Holiday Inn, Taunton
Mary Hayes x245

May 18
White House Conference Regional Meeting/Cape Cod, Nantucket & Martha's Vineyard
Tara Hyannis Resort Hotel
Mary Hayes x245

May 23
White House Conference Regional Meeting/North of Boston & Greater Merrimack Valley
Holiday Inn Peabody
Mary Hayes x245

May 29-June 1
POW WOW USA
New York, NY
Kim Noltemy Ugorji x231

June 15
White House Conference On Travel and Tourism State Conference
Park Plaza Hotel, Boston
Mary Hayes x245

September 20-22
POW WOW EUROPE
Paris, France
Kim Noltemy Ugorji x231

October 30-31
White House Conference on Travel and Tourism
Washington, D.C.
Mary Hayes x245

April 1995

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

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THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION

JUL 21 1995

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NUMBER 82
JULY 1995

Plymouth & Provincetown gear up for 375th Anniversary celebrations

Waterfront festivals, a Native American Clambake and plenty of excitement are signs that the 375th Anniversary of the Landing of the Pilgrims at Provincetown and Plymouth, the most important anniversary celebration of the year, is upon us. Although Provincetown and Plymouth will be honoring the anniversary throughout the calendar year, most of the special events are scheduled for July. The Pilgrims reached Provincetown first on November 21, 1620. Provincetown has much in store for visitors including a *Mayflower II* visit, July 19-21; a Waterfront Festival, July 20 & 21; art exhibitions and band concerts; and the lighting of the Pilgrim Monument, July 19-22. 1995 also marks the 10th anniversary of the annual lighting of the Pilgrim Monument which will be celebrated officially on Thanksgiving Eve. Plymouth will be celebrating the arrival of the Pilgrims with lots of style as well. Highlights of the anniversary celebrations include: a Native American Clambake on July 22; a re-enactment of the Pilgrims' First Landing on July 23; and the 375th Anniversary Road Race on September 9.

There will be a strong international presence throughout the celebrations; a visit from Dutch emissaries will take place in Plymouth, October 7-9. MOTT will also encourage FAM Trip participants to take part in the anniversary activities. There's lots to celebrate this summer and fall, so take advantage of the authentic celebrations which have been planned by Plymouth and Provincetown.

■ DOMESTIC

Road to the White House

Massachusetts' all-day state White House Conference was held on Thursday, June 15 at the Boston Park Plaza Hotel. This meeting focused on developing Massachusetts' recommendations which will be presented at the national conference, October 30 & 31, 1995, in Washington, D.C. The June 15th conference was preceded by a series of regional White House Conference seminars.

These seminars provided state tourism industry representatives a chance to be part of the process in formulating Massachusetts' course of action. Several suggestions are for programs and policies at the state level. MOTT will be following through on these recommendations. For further info, please contact Mary Hayes, MOTT, x245.

ACTION CHECKLIST

Cape & Islands Fam/p.2
Governor's Conference/p.2
Group Tour/p.3
FYI/p.3
Travel People/p.3
Events Listing Insert

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

MOTT & RTCs face budget challenges

How does Massachusetts retain its share of tourism spending with smaller marketing budgets? That's the challenge facing MOTT and the regional tourist councils in the new fiscal year. After deducting earmarked programs -- including $1 million for the Boston Pops -- the new FY96 legislative budget provides MOTT with an effective budget of $7,375,000, $1.9 million less than the previous year. The regional grant program is budgeted at $4,322,500, $173,665 less than FY95. To stay within its budget, MOTT will trim its U.S., Canadian, and overseas marketing programs.

U.S. Travel directors love "show me around" ads

MOTT's series of four-color magazine ads has been honored by the National Council of State Travel Directors for its creativity. The ads, which featured a whale watch captain from Gloucester, a flower vendor on Newbury Street, and a Cape Cod lifeguard, were developed by Houston Effler Herstek Favat (HEHF). The ads were designed by Executive VPs/Creative Directors, Peter Favat and Rich Herstek. The MOTT account team is lead by Barbara Reilly, VP/account director. HEHF is beginning its fifth year as MOTT's advertising agency.

Domestic visitors jump 10% in 1994

The Bay State's travel industry is on a roll. 25.9 million domestic visitors came to Massachusetts in 1994, a 10% increase over 1993, according to the latest report from the U.S. Travel Data Center (USTDC). The increase was due primarily to larger travel party sizes and longer stays.

Massachusetts' share of all U.S. trips also increased from 2.2% in 1993 to 2.3% in 1994. The report shows a significant shift in the larger share of travelers on pleasure trips, 72% in 1994, while business-related trips declined.

■ INTERNATIONAL

Tour operators from U.K. participate in Cape Cod golf tournament

MOTT recently hosted a three-day golf tournament for an exclusive group of U.K. tour operators at Ocean Edge Resort on Cape Cod. The tournament, an annual event, previously held in Hawaii and Palm Springs, received extensive coverage in the *Travel Trade Gazette,* one of Britain's premiere travel trade publications. Thanks to the Cape Cod Chamber of Commerce, Ocean Edge Resort, Tourco, Discover New England, Massport, North American Travel, Peter Pan Bus Lines, Avis, the Dan'l Webster Inn, Heritage Plantation, North American Travel, and Destinnations. For more info, call Fred Clifford, MOTT, x226.

New England exceeds national average

According to U.S.T.T.A., international arrivals to New England in 1994, were up by 8% over '93. N.E.'s increase is significantly higher than the U.S. average of 3% for '94. Massachusetts ranked 6th, in U.S.T.T.A.'s In Flight Survey which ranked top states visited by overseas travelers in 1994. Boston was named the 10th most popular city.

■ CANADA

Cape & Islands FAM

Canadian journalists, representing some of Ontario and Quebec's finest publications, visited Cape Cod, Martha's Vineyard and Nantucket, June 5-8. For upcoming Canadian and domestic FAMs, contact Jane (Bouras) Howes, MOTT, x203, or Michele Ellicks, x222.

■ GOVERNOR'S CONFERENCE

'96 is just around the corner

Plans are already underway for the 1996 Massachusetts Governor's Conference, April 2 & 3 at the Tara Ferncroft Conference Resort, Danvers. Next year's host region is the North of Boston Convention & Visitors Bureau. If anyone has ideas for workshops or keynote speakers, please contact Mary Hayes, MOTT, x245.

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM, 617-727-3201
1995 EVENTS

September 5-9
VUSAMART
Long Beach, CA
Kim Noltemy Ugorji x232

September 20-22
POW WOW EUROPE
Paris, France
Kim Noltemy Ugorji x232

September 20-23
Asia Sales Mission
Taiwan, South Korea &
Hong Kong
Kim Noltemy Ugorji x232

October 30-31
White House Conference
On Travel & Tourism
Washington, D.C.
Mary Hayes x245

November 9-14
Int'l Travel Fair
Taipei, Taiwan
Kim Noltemy Ugorji x232

November 6-9
OMCA
Toronto, Canada
Mark Cronin x214

November 12-17
NTA
Orlando, Florida
Mark Cronin x214

December 3-8
ABA
Pittsburgh, PA
Mark Cronin x214

MOTT DIRECTORY

Administration
David Rutter x215
Peter Lee x211
Jerry Addivinola x213
Mark McDermott x212

US/Canadian Travel Communications
Jane Howes x203
Michele Ellicks x222

Publications
Kim Kennedy x221

Int'l Marketing
Kim Noltemy Ugorji x232
Fred Clifford x226
Tara Rendon x228
Rick Apel x234

Group Tour
Mark Cronin x214

Special Events
Mary Hayes x245

Special Projects
Kara Viola x244

Traveler Information/ Fulfillment
Steve Walsh x239
Helen Clagg x237
Carolyn Kinsey x251
Stacie Banks x0

Executive Director's Office
Phyllis Campbell x208
Abbie R. Goodman x208

Deputy Executive Director/North American Marketing
Jonathan Hyde x201

Cultural tourism workshops

The program for the Fall '95 & Winter/Spring '96 Cultural Tourism Seminars will be available later this month. The '94/95 program offered in-depth seminars on marketing/public relations, special events, research, and packaging. For more info, contact Mary Hayes, MOTT, x245.

■ GROUP TOUR

The entire Massachusetts NTA delegation wishes to express its sincere congratulations to Jerry DiPietro on his appointment as President of the National Tour Association.

■ FYI

Steady as she blows

Fall River's *HMS Bounty* will visit 7 ports in the Canadian Maritimes this summer. The *Bounty* will distribute Mass *Getaway Guides* at each port. For more info, contact Thomas Murray, *Bounty Foundation,* 508-679-3188.

::

SuperHost update

SuperHost Massachusetts is a customer service program designed to "raise the quality of service and hospitality for all visitors and customers throughout Massachusetts." Anyone who has contact with a customer will benefit from the program. SuperHost Massachusetts workshops are given by local organizations throughout the state. For more info, contact Frank Gibson, coordinator, SuperHost Massachusetts, 508-362-3981.

::

Attention all attractions & RTCs

MOTT's supply of your promotional material is running low. Please send us a healthy supply so we can restock our office. Send to MOTT, Attn: Steve Walsh, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

::

Merrimack Valley releases '95 guide

A new destination guide featuring the best the Merrimack Valley has to offer is now available. The colorful guide is filled with maps, attractions, dining, shopping and calendar information. For more info, contact the Greater Merrimack Valley Convention & Visitors Bureau at 1-800-443-3332.

::

Discover the unexpected...

North of Boston CVB's new video is now available to travel agents and tour operators. This 9½-minute video, produced by Yesterday's News of Rockport, completes the CVB's collateral package which includes a Destination Planner and the new 1995 Visitor's Guide. For more information, contact North of Boston CVB, 1-800-742-5306.

Group Travel guide now available

A new Group Travel Guide is now available from the Plymouth County Development Council. The free guide includes major attractions, lodging and restaurants. For a free copy, write "Group Travel Guide," P.O. Box 1620, Pembroke, MA 02359, or call 617-826-3136.

::

Beachstakes

In its June issue, *Conde Nast Traveler* named Gay Head as the nation's most scenic beach.

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Drop us a line

It is now possible to E-mail MOTT through the Internet. MOTT's new Internet address is VacationInfo@state.ma.us. For more info, contact Mark McDermott, MOTT, x212.

::

All aboard

Amtrak is offering direct weekend service to Hyannis, from the Big Apple through Sept. 10. The "Cape Codder" departs New York's Penn Station Friday afternoons, and arrives in Hyannis by early evening. Southbound, the train leaves for New York on Sundays at 1:30 pm. Call 1-800-USA-RAIL to reserve.

■ TRAVEL PEOPLE

Congrats to Larry Meehan, public relations director for the Greater Boston CVB, and wife Melissa on the arrival of their son, David Francis on April 5.

Welcome aboard to David Rutter, of North Andover. As director of administrative services for MOTT, David manages billing, contracts, grants, and personnel. Prior to MOTT, David was director of material control for Genetics Institute, Cambridge.

::

The April edition of the ***Messenger*** incorrectly identified Holyoke's Volleyball Hall of Fame as being in Springfield. We apologize for the error.

::

Merci beaucoup

MOTT wishes to recognize the following organizations for help with recent FAM trips:

A Cambridge House Bed & Breakfast Inn
Anchor Inn
Arbor Inn
Ashley Manor
Atlantis Oceanview Motor
B & B Agency of Boston
Beachside at Nantucket
Berkshire Botanical Gardens
Berkshire Visitors Bureau
Berkshire Hiking Holidays
Best Western Tides Beachfront
Black Dog Tavern
Boston Harbor Hotel
Boston Marriott Copley Place
Boston Symphony Orchestra
Cambridge Office For Tourism
Cape Ann Marina Resort
Cape Cod Chamber
Cape Point Hotel
Captain Tom Lawrence House
Charles Capron House
Charles Hotel
Charlotte Inn
Chatham Bars Inn
Chatham Wayside Inn
Chesterwood
Children's Museum
Clark Art Institute
Colonial Inn
Comfort Inn, Hyannis
Computer Museum
Concord Museum
Cranberry World
Dan'l Webster Inn
Deerfield Inn
Destination Plymouth
Discover New England
Four Seasons Hotel
Franklin County Chamber of Commerce
Gail's Tours
Great Harbor Inn
Greater Boston CVB
Greater Merrimack Valley CVB
Hancock Shaker Village
Handlebar Harry's
Harborside Hyatt
Harborside Inn
Heritage Plantation
Holiday Inn, Boston
Home Port Restaurant
House of Seven Gables
Hy-Line Cruises
Isabella Stewart Gardner Museum
Island Airlines
JFK Library
Jared Coffin House
John Carver Inn
Kings Grant Inn
Le Meridien Hotel
Longfellow House
Martin House Inn
Manor House Inn
Martha's Vineyard Chamber
Mayflower II
McGrath's Restaurant
Museum of Fine Arts
Newbury Street League
Newburyport Chamber
Nantucket Chamber
Naumkeag House & Gardens
Norman Rockwell Museum
North of Boston CVB
Old Sturbridge Village
The Orchards
Orchard House
Pilgrim Hall Museum
Plimoth Plantation
Plymouth County Development Council
Provincetown Inn
Red Lion Inn
Ritz-Carlton Hotel
Roberts House Inn
S/Z Marketing
Seagrille
Shawmut Inn
Sheraton Inn Plymouth
Sheraton Tara Hotel & Resort
Sheraton Boston Hotel & Towers
Sterling Inn
Stouffer Bedford Glen Inn
Swissotel
The Mount
Thomas & Thomas Rode Maker
Union Oyster House
Victorian Inn
Wainwright Inn
Wauwinet Inn
White Elephant
Williamsville Inn
Williams College Museum of Art
Woodman's Restaurant
Worcester Common Fashion Outlets
Yankee Clipper Inn
Yankee Deep Sea Fishing
Yankee Flight
Zoar Outdoor Adventures

Omissions? Let us know and we'll include in the next Messenger.

Messenger Editors:
Jane (Bouras) Howes
Michele Ellicks

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

MASS. MA 32.3:84

THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
OCT 02 1995

NUMBER 84
SEPTEMBER 1995
University of Massachusetts
Depository Copy

Expanded Getaway Guide to be published by NYTCP

New York Times Custom Publishing (NYTCP) has been selected as publisher of the 1996 and 1997 editions of the *Massachusetts Getaway Guide*, the state's official travel guidebook. Seven custom publishers responded to the competitive bid issued by Houston Effler Herstek Favat. NYTCP, the publisher of the 1995 Guide, will be responsible for design, production, and advertising sales; MOTT will generate all editorial.

The Guide will be expanded from 120 to 128 pages and it will feature new photography, new editorial sections, and an expanded index of attractions and activities.

A survey inserted in 1995 editions of the Guide showed travelers gave high marks to the magazine's content and design. 95% of respondents said the guide increased their interest in planning a trip to Massachusetts and 55% read every page. 80% of the readers rated the guide as excellent or good in helping them plan their vacation.

The 1996 *Getaway Guide* is scheduled to be off the press February 1, 1996. 1.5 million copies will be distributed through retail outlets, to individual U.S., Canadian and U.K. travelers; at key information centers throughout the state; and to motor clubs.

Advertisers in the 1995 edition reported the Guide was an excellent source of business. For information about advertising rates, contact NYTCP's Kristen Gillespie, 508-352-7873. Insertion orders are due November 23; materials, November 30.

■DOMESTIC

Tourism conference is capital idea

Thirty-seven Bay State tourism industry leaders will be in Washington, DC, at the end of October for the first-ever White House Conference on Travel & Tourism. They'll join 1,500 colleagues from throughout the U.S. in developing a strategic plan to usher the travel industry into the twenty-first century. For more information, contact Mary Hayes, MOTT, x245.

Hotel taxes jump 10%

FY1995 state lodging taxes totalled $68,824,000, a 9.6% increase over FY94.

■INTERNATIONAL

Press bonanza

How successful is MOTT's international marketing staff in getting overseas press coverage? You can judge for yourself by borrowing MOTT's new international press clipping book -- which runs to *600 pages* for fiscal year 1995. Each RTC will also receive a copy of the book in September. For more info, contact Kim Noltemy Ugorji, MOTT, x232.

ACTION CHECKLIST

Cultural Tourism/p.2
Group Tour/pg.2

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

Hola! Argentina & Brazil

MOTT and MASSPORT welcomes new pr representatives in Brazil and Argentina. They can be contacted at the following addresses: Reservaciones S.A., Florida 375, 2 Piso, Buenos Aires 1005, Argentina, Fax 54-1-325-6999 and Intermanerican, Avenida Iparanga 318, Bloco A, 5 Andar CEP 01046, San Paulo, Brazil, Fax 55-11-258-3575. For more info, contact Kim Noltemy Ugorji, MOTT, x232.

Daily service to Frankfurt

Six top German journalists visited Massachusetts in early September as guests of MOTT and USAir to promote USAir's new daily service from Frankfurt to Boston. Thanks to all who sponsored this important group. For more info, contact Fred Clifford, MOTT, x226.

Japanese exposure

If you would like to display your brochures at the Massachusetts Information Center in Japan, send a maximum of 50 copies to: Michiko Banba, Tsuru Enterprises, 17-7 Uguisudani-machi Shibuya-ku, Tokyo 150 Japan. For more info, contact Kim Noltemy, MOTT, x232.

■CANADA

Autoroute Magazine

MOTT's Travel Communications Department recently coordinated a Canadian husband and wife team, Michael & Allison Goldstein, on a fam trip focusing on North of Boston, Bristol and Plymouth Counties. The Goldsteins write for the Canadian publication, *Autoroute Magazine* (readership of 600,000). The article will appear in either the March or May 1996 issues. For more info, contact Jane Howes, x203 or Michele Ellicks, x222.

■CULTURAL TOURISM

Get into the loop

For the third year, MOTT, along with the Bay State Historical League, Boston Preservation Alliance, Mass Cultural Council, Mass Historical Commission, National Park Service, National Trust for Historical Preservation, and NE Museum Assoc., have teamed up to offer a series of cultural tourism seminars. The seminars are offered statewide and cost $10. This year's lineup includes "Market *Analysis on a Shoestring"* and *"American with Disabilities Act."* These seminars provide a valuable service to smaller cultural institutions and a prime example of a cooperative program among the arts/cultural association and the state. For more info, contact Mary Hayes, MOTT, X245.

■GROUP TOUR

Park package

MOTT's Mark Cronin has designed a new motorcoach tour package showcasing Sharon, Walpole and North Easton. The itinerary includes stops at the Unitarian Church in Sharon, the Kendall Whaling Museum, Borderland State Park, and lunch at the Sapphire Manor Inn. For more info, contact Mark Cronin, MOTT, x214.

Top 100

Congratulations to Boston Harborfest, recently chosen as one of the Top 100 Events in North America by the American Bus Association.

■FYI

And the winner is...

East Boston High School is proud to announce that two of their Academy of Travel and Tourism students were winners in the White House Conference Essay Contest. Ten winning essays were selected from all 64 academies of travel and tourism across the country. Each winner will receive an all-expenses paid trip to the White House Conference on

MASSACHUSETTS OFFICE OF TRAVEL & TOURISM, 617-727-3201
1995 EVENTS

Veb Addresses

IOTT:
tp://www.magnet.state.ma.us
mail: vacationinfo@state.ma.us

erkshire Hills Visitors Bureau:
tp://www.goworldnetcom/pittsfield

oston Convention & isitors Bureau:
tp://www.dvm.com/users/dvm
oston

lartha's Vineyard Chamber of ommerce:
tp://www.mvy.com/mvy

lymouth County evelopment Council:
tp://www.plymouth1620.com
sers/pcdc

STATS & FACTS

Statewide Hotel Occupancy

May 1995 76.1 +3.0
May 1994 72.1

June 1995 81.4 +2.0
June 1994 79.8

YTD: 1995 68.8
YTD: 1994 67.6

SOURCE: PKF CONSULTING

September 23-Oct 3
Mass Mission to Taiwan, Korea & Hong Kong
Kim Noltemy Ugorji x232

October 5
Cultural Tourism Seminar: Market Analysis on a Shoestring, Waltham
Mary Hayes x245

October 9-16
Mass Mission to Argentina & Brazil
Kim Noltemy Ugorji x232

October 30 & 31
White House Conference on Travel & Tourism
Washington, D.C.
Mary Hayes x245

November 1
Cultural Tourism Seminar: Americans with Disabilities Act
Uxbridge
Mary Hayes x245

November 6-9
Ontario Motorcoach Association
Toronto, Ontario
Mark Cronin x214

November 12-17
NTA
Orlando, Florida.
Mark Cronin x214

November 13-16
World Travel Market,
London, England
Fred Clifford x226

November 30-December 3
Japan Association of Travel Agencies,
Osaka, Japan
Kim Noltemy Ugorji x232

December 3-8
ABA
Pittsburgh, PA
Mark Cronin x214

January 10-12, 1996
New York Mission
Kim Noltemy Ugorji x232

February 3-10
Italy Mission,
Milan, Italy
Kim Noltemy Ugorji x232

February 5-7
LA Mission
Kim Noltemy Ugorji x232

February 9-13
ITB
Berlin, Germany
Fred Clifford x226

April 2-4
Governor's Conference
Danvers
Mary Hayes x245

April 17-20
NTA Spring Exchange
Cincinnati, Ohio
Mark Cronin x214

Massachusetts White House Conference on Travel and Tourism
Federal Recommendations

The Commonwealth of Massachusetts held five regional in-state White House Conference meetings in May 1995 in the following areas: Berkshires/Mohawk Trail/Franklin County, Pioneer Valley/Greater Springfield, Cape/Islands, Bristol/Plymouth and North of Boston/Greater Merrimack Valley. These meetings enabled the Massachusetts Office of Travel and Tourism (MOTT) to gather recommendations from a broad range of business, local government, public safety, and economic development representatives. The June 15, 1995, statewide Massachusetts White House Conference was the culmination of the five regional meetings. Conference participants at all of the meetings discussed the nine key issue areas: Research, Promotion, Product Development, Technology, Facilitation/Reduction of Barriers, Infrastructure Development, Education/Training, Environmental Concerns, and Traveler Safety/Security.

These final recommendations reflect the input of more than 300 people across the state, including delegates to the national White House Conference appointed by Governor Weld, President Clinton, and the Massachusetts Congressional Delegation.

Tourism is an important business sector for Massachusetts. In 1994, Massachusetts hosted more than 25.9 million domestic and 1.5 million international visitors. Massachusetts became the sixth most visited state for overseas visitors. In Fiscal Year 1995, state lodging tax collections rose to $68.8 million, an increase of 9.6% over the previous year. The Massachusetts delegates to the national White House Conference and the participants in each of our state meetings emphasized the importance of the tourism industry to the state and national economy.

WHITE HOUSE CONFERENCE RECOMMENDATIONS

RESEARCH: A Tool For Guiding Economic Growth

The Federal government should collect, compile, and disseminate standardized domestic and international data from industry sources on a local and national basis. Data distribution should include the Internet so the data are available rapidly. The Federal government should also encourage the tourism industry, through its trade associations, to develop a system for sharing research including the aggregation of proprietary data.

The sample size for the In-Flight Survey should be increased so that data for emerging international markets and for states with small market shares will be more reliable.

USTTA or its successor agency should have a dedicated research budget. This budget should also have private sector support.

The travel industry needs to work with local, state, and federal officials to increase awareness of the importance of the travel industry on the nation's economy. Aggressive dissemination of data by government officials within the travel industry, to the media and to local, state, and federal officials would help to increase the awareness levels.

The tourism industry and the Federal government should review current definitions of visitors: people who have traveled 50-100 miles, people who have traveled more than 100 miles, and people who have traveled more than 500 miles.

An SIC code should be developed for the travel and tourism industry to assist in measuring the industry's economic impact.

TECHNOLOGY: Keeping Pace with Change

The industry needs to develop a standard industry format and protocol for consumer information on the Internet so that systems are compatible and consumers can easily access accurate travel information.

The industry needs to adopt a regional approach to placing consumer information on the Internet.

Local colleges and private industry should continue to provide training on the use of the Internet for the tourism industry.

The Federal regulation concerning visitor centers (23 CFR, Chapter 1, section 752) needs to be amended to allow electronic information exchange activities, which are currently prohibited at visitor centers on federally-funded interstate highways.

INFRASTRUCTURE: Preparing for the Twenty-First Century

Infrastructure was divided into four subject categories: Transportation, Visitor Centers, Signage, and Other Infrastructure issues.

TRANSPORTATION ISSUES:

Partnerships should be established between airports and other mass transit modes to facilitate transportation of airport users.

High speed rail districts should be funded, operated, and promoted by regional authorities or the private sector.

Air service should be improved, particularly for international visitors. Needed improvements include multi-lingual personnel and signage, faster check-in, smoother baggage handling, faster rental car service and more places for currency exchange.

VISITOR CENTER ISSUES:

Federal regulations that restrict the services offered by visitor information centers on federally funded highways should be modified to encourage state and local communities to fund and operate visitor centers.

SIGNAGE ISSUES:

The Federal government should establish national standards for highway signage including the use of international symbols and metric measurements. On the state and local level, the process for installing signage should be standardized and streamlined.

OTHER INFRASTRUCTURE ISSUES:

The Federal government should do more to promote the use of ISTEA funding for tourism-related infrastructure improvements such as the development and maintenance of ferry services, hiking, and bicycling trails. This may include more education for transportation agencies and the tourism industry about the use of ISTEA funds.

The Federal government should require state and local tourism officials to be involved with the planning of any projects that receive federal money to promote tourism.

PRODUCT DEVELOPMENT: Keeping Pace With Changing Demand

USTTA, or its successor agency, should shift its efforts toward marketing major regions of the U.S., rather than the nation as one destination. The nationwide destination guide should be replaced with a series of regional publications with more planning information.

Federal and state tax incentives should be developed to support private and nonprofit development of tourism-related facilities and businesses. Federal and state taxes received from the tourism industry should be redistributed to support destination marketing programs.

The National Park Service should be allowed to market its facilities in collaboration with destination marketing agencies on the state and regional level. Each National Park Service region should have some marketing autonomy and be encouraged to develop partnerships with public, private, and nonprofit entities.

The Federal government should be encouraged to support the National Park Service through major funding, augmented by modest admissions fees where appropriate, with the clear understanding that the fees will be solely used to maintain the quality of each site.

PROMOTION: Key to the Global Marketplace

The tourism industry needs to educate local, state and federal government officials about the industry's goals and objectives.

The Federal government should encourage partnerships between private industry, including both tourism and non-tourism businesses, in promotional efforts.

The Federal government, in conjunction with the tourism industry, should develop USA travel information centers, shared information systems, toll-free information/fulfillment numbers, and publications in major international cities.

FACILITATION/REDUCTION OF BARRIERS: Putting Out America's Welcome Mat

The travel industry should work with banks to encourage the development of additional currency exchange services.

The Federal government should implement hospitality training programs for customs, immigration, and other port-of-entry personnel.

The Federal government should provide greater education, training, and enforcement about ADA requirements.

The Federal government should facilitate immigration and customs into the U.S. from some overseas markets and should increase the number of green lines at customs.

All USA gateway airports should provide multi-lingual sources of information for visitors, including signage, interactive video information, and brochures.

EDUCATION/TRAINING: Job Creation and Customer Satisfaction

Tourism education should begin in elementary school. School systems should work with the local industry and attractions to educate students on local history. High school/ college internship programs should continue to encourage careers in the hospitality industry. The industry should establish local tourism career days as part of the school curriculum. The U.S. Department of Education can encourage these by providing grants.

The tourism industry should adopt a hospitality training program like "Superhost" on a national level. Employees in every part of the tourism industry should be trained.

The Federal government and the industry need to explore ways to alleviate seasonal employment shortages, including easing Social Security restrictions on the income levels of retired persons and the issuing of temporary work visas for foreign nationals.

ENVIRONMENTAL CONCERNS: Preserving a Path to the Future

The Federal government should continue to preserve and maintain National Park Service areas and heritage corridors.

The tourism industry and the Federal government should develop an environmental guide to educate the visitor about tourism's conservation initiatives. This will also serve to encourage the industry to implement more "eco-friendly" projects.

The tourism industry needs to work with the government to encourage tourism development that capitalizes on reuse and preservation of existing facilities.

TRAVELER SAFETY and SECURITY: An Industry Challenge

International symbols should be used on signage throughout the USA.

Security procedures should be standardized at domestic and international airports and other major transportation centers.

There should be a national clearinghouse to facilitate the sharing of safety recommendations for the tourism industry.

Marketing programs should include common sense safety tips for travelers. Lodging establishments should provide safety recommendations for their guests.

Travel and Tourism in October, courtesy of American Express. For more info, contact Ann Budner, program director, 617-635-8875 x140.

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30 seconds of fame

MOTT's "Culture" tv spot, produced by Houston Effler Herstek Favat, won an award from the NE Broadcasters' Association for Best Leisure Product. Co-creative directors were Pete Favat and Rich Herstek.

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Island faxback

The Martha's Vineyard Chamber of Commerce recently installed an instant informational fax machine, that enables visitors to fax requests to the chamber and have info faxed back. For more info, call 508-693-0085, or fax 508-693-7589.

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DNE on the move

Discover New England has moved to: Unit C-3A, Heritage Place, 205 Worcester Court, Falmouth, MA 02540. Phone and fax are unchanged. Tel: 508-540-8169; fax: 508-540-8195.

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The prints of Bristol County

The Bristol County CVB has published four new directories: *Antiques, Nature, Outdoor Recreation* and *Culture* in Southeastern Massachusetts. For more info, contact the BCCVB at 508-997-1250.

::

New Cape visitor center

The Cape Cod Chamber of Commerce has opened a new Visitor Center on Route 25 in the Bourne/Wareham area. Opened since July 13, the facility has been helping more than 1,000 visitors per day. For more info, contact the Cape Cod Chamber at 508-362-3225.

::

Plantation says yen to currency exchange

International visitors to Plimoth Plantation can now pay for their visits in yen, Canadian dollars, U.K. pounds, Italian lira and German deutchmark. The Plantation will accept or exchange currency up to a value of $100. Eventually the Spanish peso, French franc and Korean won will be added to the program. For more info, contact Jamie Hanes, Plimoth Plantation, 508-746-1622.

::

4.5 million and counting

The Mass Info Center on Route 3 in Plymouth celebrated its 10th anniversary July 27th. Co-managed by the Plymouth County Development Council and the Cape Cod Chamber of Commerce, the center has welcomed more than 4.5 million visitors during the last ten years.

MOTT DIRECTORY

Administration
David Rutter x215
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Jerry Addivinola x213
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Traveler Information/ Fulfillment
Steve Walsh x239
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Carolyn Kinsey x251
Stacie Banks x0

Executive Director's Office
Phyllis Campbell x208
Abbie R. Goodman x208

Deputy Executive Director/North American Marketing
Jonathan Hyde x201

Scandinavian service

Beginning April 1, 1996, Icelandair will offer nonstop service between Boston and Reykjavik, Iceland with ongoing service to Stockholm, Oslo, Copenhagen, Hamburg, London, Glasgow, Luxembourg, and Amsterdam. The new service will operate three times weekly in the spring with plans for a fourth flight to be added in the summer.

::

Cheerio

Northwest Airlines has announced the cancellation of their Boston-London service effective October 28. Air service is still available from Boston to London aboard American Airlines, British Air, and Virgin Atlantic.

::

Guaranteed good time

The 74th edition of the Big E opened September 15 at the Eastern States Exposition Center in West Springfield. New England's Great State Fair, which continues through October 1, offers such star-studded acts, as performances by ET's John Tesh, the legendary Tom Jones, the Big E Circus, the Eastern States Exposition Horse Show and the Wild West Show. For more information, contact Catherine Pappas, 413-737-2443.

Help American Airlines' prize employees

American Airlines will recognize their employees in December, and is looking for donated prizes in conjunction with a fam trip to Massachusetts. For more info, contact Dave Link, 817-967-6649.

::

Jam scram

For the latest on the Central Artery Project call 617-CAT-INFO. News is available 24 hours a day.

::

Magnus gratus

MOTT wished to recognize the following organizations for their help with recent FAM trips:

Admirals's Table
Arrowhead
Blantyre Castle
Boston Harbor Hotel
Bostonian Hotel
Bristol County CVB
Bunny's Bed & Breakfast
Cape Air
Cape Cod Chamber of Commerce
Chesterwood
Clark Art Institute
Comfort Inn, New Bedford
Diamond District
Edgartown Heritage
Hotel
Flo's Cafe
Fours Season Hotel
Freestone's
George Fuller House
Gone Tomatoes
Gould's Sugar House
Governor Bradford Motor Inn
Greater Boston CVB
Hancock Shaker Village
Heritage Plantation
Historic Deerfield
Hy-Line Cruises
Island Air
John Carver Inn
King's Grant Inn
Lakeview Motor Lodge
Marriott Long Wharf
Martha's Vineyard Chamber of Commerce
Mass MOCA
Mix 98.5
New Bedford Whaling Museum
Norman Rockwell Museum
North of Boston CVB
Old Sturbridge Village
Old Town Trolley Tours
Peabody Essex Museum
Peabody Marriott
Peg Leg Inn & Restaurant
Pilgrim Sands Motel
Plymouth County Development Council
Publick House
Ramada Inn, Rockland
Red Lion Inn
S/Z Marketing
Sam Adams Brewhouse
Sea Crest Resort
Sheraton Inn, Plymouth
Spray Cliff on the Ocean
Springfield CVB
Swissotel
Tanglewood
The Chart House
The Orchards
Wigwam & Western Summit Gift Shop & Cottages
Williams Inn
Union Oyster House
Worcester CVB

Messenger Editors:
Jane Howes
Michele Ellicks

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

ASS. MA 32.3:85

THE MASSACHUSETTS MESSENGER

NUMBER 85
OCTOBER 1995
SPECIAL EDITION: SPRING/SUMMER 1995 TRAVEL BAROMETER

GOVERNMENT DOCUMENTS COLLECTION
NOV 08 1995
University of Massachusetts Depository Copy

Summer season shows moderate growth

Slow growth characterized the spring and summer season. Traffic and visitor counts each recorded increases of 1.8%. On the transportation side, Steamship Authority boardings to and from Martha's Vineyard jumped 6% while international arrivals and departures at Logan Airport slipped 6.5%. Attendance patterns were mixed. While beaches registered a slight decline, use of state and national parks and information centers increased 8 to 10%. Most of the growth in use of information centers came from double-digit growth at the MassPike's east- and westbound centers at Charlton. On the lodging side, spring occupancy rates showed the strongest increases with growth moderating in early summer, then turning down 2.8% in August.

MASSACHUSETTS TRAVEL BAROMETER, SPRING/SUMMER 1995

	SPG/SUM 95	SPG/SUM 94	% +/-
ATTENDANCE SUMMARY (Mar-Aug)	**15,545,910**	**15,266,890**	**+ 1.8%**
Museums & Attractions	8,090,324	8,072,202	+ 0.2%
State & Nat'l Beaches	3,919,076	3,937,531	- 0.5%
State & Nat'l Parks	2,153,420	1,997,496	+ 7.8%
Information Centers	1,383,090	1,259,661	+ 9.8%
TRAFFIC SUMMARY (Mar-Aug)	**80,373,006**	**78,985,290**	**+ 1.8%**
Air	13,648,904	13,708,953	- 0.4%
Rail	38,382	34,169	+ 12.3%
Ferry	1,696,899	1,614,607	+ 5.1%
Highway	64,988,821	63,627,561	+ 2.1%

LODGING	**Statewide**			**Boston**		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
March	68.6%	65.9%	+ 4.1%	77.7%	73.3%	+ 5.9%
April	74.3%	72.1%	+ 3.0%	81.4%	79.2%	+ 2.8%
May	76.1%	73.9%	+ 3.0%	82.4%	79.7%	+ 3.3%
June	81.4%	79.8%	+ 2.1%	87.4%	85.8%	+ 1.8%
July	80.9%	80.7%	+ 0.3%	86.0%	84.8%	+ 1.3%
August	84.0%	86.4%	- 2.8%	87.5%	89.9%	- 2.7%

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • FAX: 617-727-6525

	SPG/SUM 95	SPG/SUM 94	% +/-	
MUSEUMS AND ATTRACTIONS (Mar-Aug)	**8,090,324**	**8,072,202**	**+ 0.2%**	
Greater Boston				
Adams National Historic Site	30,899	30,356	+ 1.8%	
Boston Tea Party Ship & Museum	81,141	83,090	- 2.3%	
Bunker Hill Pavilion	39,969	92,647	- 56.9%	
Children's Museum	----- no data available -----			
Computer Museum	88,921	78,468	+ 13.3%	
DeCordova Museum	54,314	32,296	+ 68.2%	(a)
Franklin Park Zoo	128,287	121,583	+ 5.5%	
John Hancock Observatory	258,268	278,939	- 7.4%	
Harvard University Art Museums	44,811	47,076	- 4.8%	
Institute of Contemporary Art	7,763	5,782	+ 34.3%	
Isabella Stewart Gardner Museum	96,139	87,570	+ 9.8%	
John F. Kennedy Library & Museum	155,256	201,332	- 22.9%	
The Mapparium	66,773	69,580	- 4.0%	
MIT Museum	109,700	121,800	- 9.9%	
Museum of Fine Arts	398,914	411,237	- 3.0%	
Museum of Our National Heritage	44,510	36,736	+ 21.2%	
Museum of Science	951,292	898,982	+ 5.8%	
New England Aquarium	852,425	848,611	+ 0.4%	
Old State House	38,220	37,133	+ 2.9%	
Paul Revere House	122,810	114,137	+ 7.6%	
Stone Zoo	92,281	108,223	- 14.7%	
USS *Constitution*	337,956	304,256	+ 11.1%	
USS *Constitution* Museum	45,202	55,668	- 18.8%	
North of Boston				
Hammond Castle Museum	----- no data available -----			
House of Seven Gables	90,331	81,187	+ 11.3%	
Museum of American Textile History	0	0	0.0%	(b)
Peabody Essex Museum	62,637	54,296	+ 15.4%	
Salem Maritime Nat'l Historic Site	444,273	374,416	+ 18.7%	
Plymouth County				
Fuller Museum of Art	14,381	11,373	+ 26.4%	
Plimoth Plantation/*Mayflower II*	281,656	256,491	+ 9.8%	
Worcester County				
Fruitlands Museums	10,814	9,582	+ 12.9%	
Higgins Armory Museum	27,927	27,376	+ 2.0%	
New England Science Center	93,876	92,984	+ 1.0%	
Old Sturbridge Village	273,440	273,040	+ 0.1%	
Whalom Park	196,908	198,501	- 0.8%	
Pioneer Valley				
Basketball Hall of Fame	103,362	107,065	- 3.5%	
Connecticut Valley Historical Museum	11,506	7,664	+ 50.1%	
Historic Deerfield	19,949	17,546	+ 13.7%	
Holyoke Children's Museum	36,251	19,790	+ 83.2%	(c)
Riverside Park	623,472	641,486	- 2.8%	
George Walter Smith Art Museum	25,008	29,483	- 15.2%	
Springfield Armory Nat'l Hist. Site	9,529	10,081	- 5.5%	
Springfield Museum of Fine Arts	17,111	19,974	- 14.3%	
Springfield Science Museum	60,165	50,587	+ 18.9%	
The Big E	--- closed for the season ---			

	SPG/SUM 95	SPG/SUM 94	% +/-	
MUSEUMS AND ATTRACTIONS (cont)				
Berkshires				
Berkshire Museum	38,400	35,912	+ 6.9%	
Berkshire Scenic Railway	4,976	5,342	- 6.9%	
Clark Art Institute	69,624	68,882	+ 1.1%	
Hancock Shaker Village	47,690	46,063	+ 3.5%	
Norman Rockwell Museum	123,520	133,861	- 7.7%	
Tanglewood Music Festival	326,910	316,943	+ 3.1%	
Bristol County				
Fall River Carousel	76,350	90,483	- 15.6%	
Capron Park Zoo	88,698	74,123	+ 19.7%	
Great Woods Performing Arts Center	621,492	702,604	- 11.5%	
New Bedford Whaling Museum	28,801	27,275	+ 5.6%	
Cape Cod				
Cape Cod Scenic Railroad	40,024	47,293	- 15.4%	
Heritage Plantation	71,353	71,707	- 0.5%	
Pilgrim Monument & Museum	75,957	72,767	+ 4.4%	
Sandwich Glass Museum	28,082	30,523	- 8.0%	
BEACHES (Mar-Aug)	**3,919,076**	**3,937,531**	**- 0.5%**	
Cape Cod National Seashore	3,548,152	3,585,038	- 1.0%	
Crane Memorial Reservation	137,730	139,025	- 0.9%	
Horseneck Beach State Reservation	233,194	213,468	+ 9.2%	(d)
Salisbury Beach State Reservation	----- no data available -----			
PARKS (Mar-Aug)	**2,153,420**	**1,997,496**	**+ 7.8%**	
Fall River Heritage State Park	551,526	563,316	- 2.1%	
Lowell National Historical Park	406,799	379,908	+ 7.1%	
Minute Man National Historical Park	796,226	673,575	+ 18.2%	
Mt. Greylock State Reservation	----- no data available -----			
Nickerson State Park	230,758	208,026	+ 10.9%	
Harold Parker State Forest	53,343	42,925	+ 24.3%	
Skinner/Holyoke Range State Park	60,893	72,933	- 16.5%	
Wells State Park	35,675	35,071	+ 1.7%	
Western Gateway Heritage State Park	18,200	21,742	- 16.3%	
INFORMATION CENTERS (Mar-Aug)	**1,383,090**	**1,259,661**	**+ 9.8%**	
Boston Nat'l Hist. Park Visitor Ctr.	191,738	218,754	- 12.3%	
Boston Common Information Booth	175,652	169,389	+ 3.7%	
Charlton-East Information Center	160,358	132,528	+ 21.0%	
Charlton-West Information Center	80,970	57,139	+ 41.7%	
Lee Information Center	74,692	76,714	- 2.6%	
Mansfield Information Center	142,647	138,742	+ 2.8%	
Natick Information Center	32,245	32,184	+ 0.2%	
Plymouth Information Center	472,045	434,211	+ 8.7%	
Swansea Information Center	52,743	0	+ 0.0%	(e)

(a) DM&SP: Strokes of Genius Exhibit, April-Aug 95
(b) ATH: closed until Fall of 1996
(c) HCM: special exhibits in 1995; Sea Monsters & Anne Frank
(d) Does not include July
(e) Swansea: center opened May 1995
(f) Incomplete data
(g) Does not include March, April, May & June

	SPG/SUM 95	SPG/SUM 94	% +/-	
AIR (Mar-Aug)	**13,648,904**	**13,708,953**	**- 0.4%**	
Logan Airport	*13,324,561*	*13,411,979*	*- 0.7%*	
Domestic - Inbound & Outbound	11,400,262	11,353,962	+ 0.4%	
International - Inbound & Outbound	1,924,299	2,058,017	- 6.5%	
Regional Airports	*324,343*	*296,974*	*+ 9.2%*	
Barnstable Airport - Inbound	95,533	89,704	+ 6.5%	
Barnstable Airport - Outbound	98,354	87,905	+ 11.9%	
Nantucket Airport - Outbound	130,456	119,365	+ 9.3%	
RAIL (Mar-Aug)	**38,382**	**34,169**	**+ 12.3%**	
Amtrak				
Boston Rail Service	----- no data available -----			
Cape Cod Rail Service	----- no data available -----			
M.B.T.A.				
Passport Program	38,382	34,169	+ 12.3%	
FERRY (Mar-Aug)	**1,696,899**	**1,614,607**	**+ 5.1%**	
Steamship Authority				
Martha's Vineyard	1,345,379	1,269,792	+ 6.0%	
Nantucket	351,520	344,815	+ 1.9%	
HIGHWAY (Mar-Aug)	**64,988,821**	**63,627,561**	**+ 2.1%**	
Massachusetts Turnpike	*15,367,273*	*14,980,974*	*+ 2.6%*	
Eastbound at Weston	4,486,116	4,429,935	+ 1.3%	
Westbound at Weston	4,753,594	4,656,009	+ 2.1%	
Entering at Sturbridge	4,350,856	4,187,393	+ 3.9%	
Eastbound at West Stockbridge	1,776,707	1,707,637	+ 4.0%	
Interstate	*22,301,642*	*21,674,807*	*+ 2.9%*	
I91, Northbound at Longmeadow	6,369,539	6,194,162	+ 2.8%	
I91, Southbound at Deerfield	2,653,730	2,597,738	+ 2.2%	
I93, Southbound at Andover	0	0	0.0%	(f)
I95, Southbound at Georgetown	5,507,861	5,391,417	+ 2.2%	
I95, Nouthbound at Attleboro	7,770,512	7,491,490	+ 3.7%	
I195, Eastbound at Seekonk	0	0	0.0%	(f)
Intrastate	*27,319,906*	*26,971,780*	*+ 1.3%*	
Route 2, at Concord	0	0	0.0%	(f)
Route 2, at Orange	1,888,279	1,842,902	+ 2.5%	
Route 2, at Lancaster	7,568,005	7,395,392	+ 2.3%	
Bourne Bridge	7,359,633	7,603,529	-3.2%	
Sagamore Bridge	4,157,937	4,135,772	+ 0.5%	(g)
Tobin Memorial Bridge	6,346,052	5,994,185	+ 5.9%	

The Massachusetts Travel Barometer samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Mass. Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: PKF Consulting for lodging statistics; Mass. Turnpike Authority and Mass. Highway Department for auto traffic; Massport for Logan Airport traffic; Steamship Authority for ferry traffic.
For more information, please contact Mark McDermott at the Office of Travel & Tourism, (617) 727-3201 x212.

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

ASS. MA32.3:86

THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
JAN 02 1996
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NUMBER 86
DECEMBER 1995

ary Jane McKenna named new Massachusetts tourism director

vernor William F. Weld and Lt. Governor Paul Cellucci appointed former State Representative Mary ae McKenna as the new executive director of the Massachusetts Office of Travel & Tourism. Mary Jane resented the 1st Worcester District in the Massachusetts House of Representatives for ten years, and ved as Assistant Minority Leader. During the past two years, Mary Jane has served as District Director Congressman Peter Blute. "Mary Jane McKenna is a proven leader and is very capable of ensuring t the tourism industry in Massachusetts continues to flourish," said Governor Weld.

Lt. Governor Cellucci said, "Mary Jane has the energy and enthusiasm to get the job done and I nk we can expect great things from MOTT in the coming months."

y first order of business will be to visit key tourist regions and meet the individuals who make up the ssachusetts tourism industry," said McKenna. "I look forward to working in the Weld-Cellucci ministration and continuing the positive promotion of tourism." Mary Jane McKenna and her husband, i, live in Holden.

MOTT ARRIVALS...

ddition to Mary Jane, MOTT a several other new faces.

i MacDougall is the new deputy ector for MOTT's International rketing department. He brings nsive marketing experience to position.

lso new in the International partment is **Kathie Guben** who andling all the group's ministrative functions. Kathie s from Baltimore, Maryland, is a recent graduate of Vassar llege.

l the Travel Communications partment, **Tara Rendon** will be ng in for Michele Ellicks during e maternity leave. Tara was previously working within MOTT's International Marketing Department.

. . . & DEPARTURES

Mark McDermott, MOTT's computer manager and all-round technical wizard, has left after many years at MOTT. Mark developed all of MOTT's technical systems and was equally at home with disk drives and screwdrivers. Mark made a major contribution to the growth of MOTT and he'll be missed greatly.

Mark Cronin has resigned from MOTT. For the immediate future, Mary Hayes is assuming responsibility for the group tour program; she can be reached at x245.

DOMESTIC

RTC grant program

MOTT's 13 regional tourist councils (RTCs) recently received their second

ACTION CHECKLIST

International/p.2
Governor's Conf/p.2
FYI/p.2
Calendar/Insert

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installment of MOTT's 1038 grant program. The grants were announced in September; a total of $4.6 million will be distributed among the 13 RTCs.

Mass rated exceptional

Massachusetts did extremely well in a recent fulfillment study conducted by the Canadian Province of New Brunswick's Department of Economic Development & Tourism. The study focused on the efficiency of state travel office 800 numbers in Canada and the US. The results rated ten states travel offices as good, and two as exceptional. Massachusetts was one of the offices to receive an exceptional rating. For copies of the study, contact the New Brunswick Department of Economic Development & Tourism at 506-658-6622.

Freedom trail task force

A group of planners, architects, historians, tourism officials, and business leaders, is studying ways to improve the Freedom Trail. The Freedom Trail Task Force, a joint project of the National Park Service and the City of Boston, is looking at all aspects of the trail: the physical red line itself, signage, marketing, fundraising, visitor amenities, and the story of the trail. Deputy Executive Director Jonathan Hyde is representing MOTT on the task force. For more info, contact John Burchill, Boston National Historical Park, 617-242-5645.

■INTERNATIONAL

Hokkaido delegation visits Massachusetts

A 65-person delegation from Hokkaido, Japan recently visited Massachusetts in celebration of the fifth anniversary of the Sister State relationship between Massachusetts and Hokkaido, Japan. The delegation included the Governor of Hokkaido, education officials, students and a group of artists. In honor of the visit, September 16 was officially named "Hokkaido Day" and the day's events included the presentation of a stone lantern to Massachusetts from the Hokkaido delegation. The artists were here in conjunction with the Japanese woodblock print exhibit which was presented at the State House. The exhibit also included photographs of Japanese wildlife and landscapes.

■CULTURAL TOURISM

A series of cultural tourism seminars designed for smaller non-profit organizations are scheduled for the winter and spring. All are scheduled from 9:30 am - 1:00 pm, and cost $10 (except for the Superhost seminar which costs $35). For more info, contact Mary Hayes, MOTT, x245. (Please see enclosed calendar of events for exact dates).

■GOVERNOR'S CONFERENCE

BA Chairman looks into the future

MOTT is pleased to announce that Sir Colin Marshall, chairman of British Airways, will be the speaker at the opening luncheon of the 1996 Massachusetts Governor's Conference on Travel & Tourism, April 2 and 3 at the Tara's Ferncroft Conference Resort in Danvers. The subject of Sir Colin's address will be "From Revolution to Evolution, World Tourism Into the Twenty-First Century." MOTT wishes to thank Bob Weiss, publisher of *Air Travel Journal/Travel New England*, for his part in securing Sir Colin as the keynote speaker. For more info, contact Mary Hayes, MOTT, x245.

■GROUP TOUR

Executive Director Mary Jane McKenna and Mary Hayes will be heading to Cincinnati in April for the National Tour Association's Spring Exchange. For more info, contact Mary Hayes, x245.

■FYI

Ground broken

Ground was recently broken for Boston's newest hotel, The World Trade Center Hotel. The $112 million, 16-story hotel includes 427 rooms and is scheduled for completion in January 1998. For more information, call the GBCVB at 617-536-4100.

MASSACHUSETTS OFFICE OF TRAVEL & TOURISM
617-727-3201
1996 EVENTS

Jauary 10-12
Nw York Mission
Bl MacDougall x231

Jauary 22-February 7
Jpan Mission
Bl MacDougall x231

Jauary 23
Cltural Tourism Workshop
Dveloping Marketing
Sategies For Non-Profits
Cildren's Museum, Holyoke
Mry Hayes x245

Fbruary 3-10
Ily Mission
Mlan, Italy
Bl MacDougall x231

Fbruary 5-7
Ls Angeles Mission
Ls Angeles, CA
Bl MacDougall x231

February 9-13
ITB
Berlin, Germany
Fred Clifford x226

February 27
Cultural Tourism Workshop
Superhost
JFK Library & Museum
Boston
Mary Hayes x245

March 19
Cultural Tourism Workshop
Effective Marketing For
Historic B&Bs
Norman Rockwell Museum
Stockbridge
Mary Hayes x245

April 2-4
Mass Governor's Conference
Tara's Ferncroft Conference
Resort, Danvers
Mary Hayes x245

April 17-20
NTA Spring Exchange
Cincinnati, Ohio
Mary Hayes x214

May 1
Cultural Tourism Workshop
Creative Partnerships for
Non-Profits
Barnstable County Courthouse,
Barnstable
Mary Hayes x245

May 5-11
National Tourism Week

June 8-12
POW WOW
Los Angeles, CA
Bill MacDougall x231

(BCVB wins 2 awards

he Greater Boston Convention & sitors Bureau (GBCVB) recently n two of the nation's top nvention industry awards: The nnacle Award and The Gold rvice Award. The Pinnacle ward is chosen by national eeting planners surveyed by *ccessful Meetings* magazine, and e Gold Service Award was won the GBCVB in a readers' survey nducted by *Meetings & onventions* magazine. For more fo, contact the GBCVB at 7-536-4100.

::

op of the hub

he Top of the Hub Restaurant and e Prudential Skywalk View and hibit celebrated their official re- ening in late October. Both the staurant and skywalk have dergone extensive renovations. he Skywalk, is located on the th floor of the Prudential Tower, atures 29 exhibits. For more info, ll 617-236-3318.

::

housands served

early 75,000 people have walked rough the doors of the Swansea formation Center located on I-95 rth since its opening on emorial Day Weekend.

he Cape Chamber of Commerce ports that since opening their new sitors Information Center in July, 7,000 people have been assisted. he center is located on Route 25 the Plymouth/Wareham area.

he Plymouth Information Center cated on Rt. 3 reports having lped 472,000 visitors between the onths of March and August.

More Web Addresses

MOTT:
http://www.magnet.state.ma.us
Email: vacationinfo.@state.ma.us

Cape Ann Chamber of Commerce:
http://wizard.pn.com/capeann

Destination Plymouth:
http://media3.com/800-USA-1620

Old Sturbridge Village:
http://www.osv.org

If you wish to have your address listed, mail info to Jane Howes at MOTT.

Hello operator

MOTT's 617-727-3201 phone line is now being answered by a live operator; no more frustrating recordings.

::

Happy anniversary

A good number of events and organizations will be celebrating important anniversaries in 1996. The list includes: First Night (20th); The Boston Marathon (100th); The George Walter Vincent Smith Art Museum in Springfield (100th); and The Big E (75th). If your organization is celebrating an important anniversary in 1996, please send information to Jane Howes at MOTT.

::

Plymouth discounts

Plymouth County Development Council (PCDC) has joined together with Flightbookers, PLC, a London-based tour operator to offer Plymouth County Discount Coupons to all Flightbookers' clients traveling to Boston. For more info, contact the PCDC at 617-826-3136.

■TRAVEL PEOPLE

It's a girl! Michele and Kris Ellicks are the proud new parents of Susanne Marie, born on October 30. Susanne weighed in at 8 lbs., 4 oz. Mom, Dad and baby are reported to be doing great!

Congratulations to Michael Frucci for his 25 years of services as the Executive Director of the Cape Cod Chamber of Commerce. Michael was honored at the chamber's annual meeting on September 19.

Two new staff members have joined the Berkshire Visitors Bureau: Ann T. Claffie, assistant director, and Jacqueline Browner, director of membership development. Prior to joining the BVB, Ann was the owner of Touring Associates of Western Massachusetts, a marketing firm specializing in group tours. Jacqueline was the owner of J. Browner Associates, a public relations firm in Pittsfield.

Thanks are in order

MOTT wishes to recognize the following organizations for their help with recent FAM trips:
Bay State Cruises, Boston
Boston Athletic Association
Boston Harbor Hotel

Boston Park Plaza Hotel
Cape Air
Cape Ann Historical Museum
Charles Hotel
Chart House Restaurant/Boston
Clarion Suites Hotel, Worcester
Days Inn, New Bedford
Deerfield Inn
Don Quioxote Tours
Hawthorne Hotel, Salem
House of the Seven Gables
Holiday Inn, Peabody
Holiday Inn, Somerville
Isabella Stewart Gardner Museum
JFK Museum and Library
Jean Moss, Old Ipswich Tours
John Carver Inn
King's Grant Inn
Lakeview Motor Lodge
Legal Seafoods
Museum of Fine Arts
Nantucket Airlines
New England Aquarium
New England Sports Museum
North of Boston Convention & Visitors Bureau
Peabody Essex Museum
Plimoth Plantation
Plymouth County Development Council
Salem Inn
Salem Trolley Tours
Salem Witch Museum
Sheraton Inn, Plymouth
Spirit of Boston
Tapeo
The Mount
Union Oyster House
Woodman's Restaurant

Thursday chats

MOTT has started a series of chats held each Thursday morning. Invited guests speak to the MOTT staff on a range of subjects. Upcoming guests include: Kerri Maderos of the GBCVB and Bob Bellington from the Blackstone Valley. For more info, contact Helen Clagg, MOTT, x253.

MOTT wishes to thank the following chat participants:
Peter Church, MDC
Janet Christiansen, DEM
Gary Brierer, DEM
Pam Snow, Boston Parks & Recreation
Ken Simmons, DEM
Russ Cohen, DEM
Len Conway, Salem Chamber of Commerce
Jack Flemming, Boston Athletic Association
Dave Sullivan, First Night Boston
Doug Bingham
NE Lighthouse Foundation
Eleanor Anbider, Skywalk View & Exhibit

STATS & FACTS

More than half of all leisure visitors to Mass. plan their trip in three weeks or less.

Advance planning, all leisure visitors:
37% 1 week
18% 2-3 weeks
12% 4-5 weeks
6% 6-7 weeks
22% 8+ weeks
5% No response

From Massachusetts:
33% 1 week

From other NE States:
52% 1 week

Source: 1994 National Travel Survey, US Travel Data Center

MOTT STAFF

Executive Director's Office
Mary Jane McKenna x208
Phyllis Campbell x208

Deputy Executive Director/ N. American Marketing
Jonathan Hyde x201

Special Projects
Kara Viola x244

Special Events/Group Tour
Mary Hayes x245

Publications
Kim Kennedy x221

International Marketing
Bill MacDougall x231
Kim Noltemy Ugorji x232
Fred Clifford x226
Rick Apel x234
Kathie Guben x233

Traveler Info/Fulfillment
Steve Walsh x256
Helen Clagg x253
Carolyn Kinsey x251
Stacie Banks x0

Travel Communications
Jane Howes x203
Tara Rendon x204

Administration
David Rutter x215
Peter Lee x211
Jerry Addivinola x213

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

ASS. MA32.3:87

THE MASSACHUSETTS MESSENGER

NUMBER 87
FEBRUARY 1996

GOVERNMENT DOCUMENTS COLLECTION

APR 08 1996

University of Massachusetts
Depository Copy

SPECIAL: 1996 PRINT ADVERTISING SCHEDULE

Massachusetts domestic print ads break this month; special rates available for Bay State travel businesses

MOTT's spring/summer print campaign rolls out this month with four-color print ads appearing in March magazines; black-and-ads in Sunday travel sections of newspapers break in early May. As in past years, Houston Herstek Favat, MOTT's advertising agency, has negotiated special advertising rates for Massachusetts travel-related organizations and companies. If you're planning a print campaign this summer, it's a great opportunity to take advantage of MOTT's buying power. Insertion dates are subject to change; check directly with each newspaper or magazine.

U.S. MAGAZINES	Pub Date	Editions	Size	Circ.	Special Rates
AAA Car & Travel	April	New York	P	744,934	MOTT rate
	May	New York	P		
AAA Car & Travel	Mar/Apr	Albany	P	63,900	MOTT rate
	May/Jun	Albany	P		
American Heritage	Apr	Full Circ.	P+1/3	308,000	MOTT rate
	May/Jun	Full Circ.	P+1/3		
Campus Visit	Mar 1	Full Circ.	S	100,000	N/A
Conde Nast Traveler	Apr	East of	P	485,750	MOTT rate
	May	Miss. River	P		
Country Living	Apr	Northeast	P	379,000	Discount rate
	May	Northeast	P		
Endless Vacation	Mar/Apr	Northeast	P	314,000	MOTT rate
	May/Jun	Northeast	S		
Family Fun x2= 2 consecutive ads per issue	May^{x2}	Northeast	P	89,972	MOTT rate
	Jun^{x2}	Northeast	P		

SIZE: P = page unit; P+1/3 = page and one-third unit; S = 2-page spread

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM

100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • Fax: 617-727-6525 • E-Mail: vacationinfo@state.ma.us

U.S. MAGAZINES	Pub Date	Editions	Size	Circ.	Special Rates
Glamour	Apr SPECIAL ISSUE	Northeast	P	445,000	MOTT rate
	May	Northeast	S		
New England USA	1996 annual	Full Circ.	P	25,000	N/A
NY Times Magazine	Mar 3	Full Circ.	P	1,725,000	Co-op rate
	Mar 17	Full Circ.	P		
	Apr 14	Full Circ.	P		
	Apr 28	Full Circ.	P		
	May 12	Full Circ.	P		
	May 19	Full Circ.	P		
New Yorker	Mar 11	Northeast+	P	288,000	MOTT rate
	May 20	Northeast+	P		
Outside Family Vacation	May	Full Circ.	P	225,000	MOTT rate
People	May 6 SPECIAL ISSUE	NY/Alb/Hart	S	301,000	N/A
	Jun 10	NY/Alb/Hart	S		
Premiere	Apr	Full Circ.	P	600,000	Special rate
	May	Northeast	P+1/3	184,000	
	Jun	Northeast	P		
Reader's Digest ADVERTORIAL	May	NY/Alb/Hart	P	916,000	MOTT rate
Rolling Stone	Apr 18 SPECIAL ISSUE	NY/New England	P	186,869	MOTT rate
	Jun 13 SPECIAL ISSUE	NY/New England	P		
Travel & Leisure	Apr	New England	P	600,000	MOTT rate
	May	& NY Metro	P		
Travel Holiday	Mar	Full Circ.	S	600,000	MOTT rate
	May	Full Circ.	P		
Victoria	May	NY/CT	S	60,745	N/A
	Jun	NY/CT	P		
Yankee Magazine	Apr	NY/Alb/Hart	P	145,000	MOTT rate
	May	NY/Alb/Hart	S		
Yankee NE Travel Guide	1996 annual	Full Circ.	P+1/3	215,000	MOTT rate

SIZE: P = page unit; P+1/3 = page and one-third unit; S = 2-page spread

J.S. NEWSPAPERS

The special rates listed below are available to all Massachusetts travel-relatd organizations; contact the sales reps sted. Rates are quoted per column inch; all newspapers will run a Massachusetts banner.

	Pub Date	Special Rates	Ad Rep
Albany Times Union	May 12, 26 June 9, 23 July 7, 21	$136.51	Grenville Willis 508-655-7544
Gannett Newspapers	May 5, 19 June 9, 16 July 7, 21	$131.95	Eric Lange 617-542-6913
Hartford Courant	April 28 May 12, 26 June 9, 23 July 7	$140.19	Nancy Rio 800-524-4242, ext. 3996
Long Island Newsday	May 5, 19 June 9, 23 July 7, 21	$192.95	Pamela Thompson 212-339-7549
New Haven Register	May 5, 19 June 9, 23 July 7, 21	$ 83.21	Charlene Chiaro 203-789-5207
New York Daily News	May 5, 19 June 9, 23 July 14, 21	$131.24	Mack Hood 212-210-2082
New York Times	May 5, 19 June 9, 23 July 7, 21	$444.55	Jim Gillespie 617-227-7820, ext. 224
Newark Star Ledger	May 5, 19 June 2, 16 July 7, 21	$140.11	Eric Lange 617-542-6913
Schenectady Gazette	May 12, 26 June 9, 23 July 7, 21	$136.51	Grenville Willis 508-655-7544

U.S. NEWSPAPERS cont'd.	Pub Date	Special Rates	Ad Rep
Troy Record	May 5, 19 June 9 July 7, 21	$ 24.35	Louise Paulo 518-270-1255
Waterbury Republican/ American	May 5, 19 June 9, 23 July 7, 21	$ 32.13	Donna Lazauskas 203-574-3636, ext. 221

CANADA NEWSPAPERS

Canadian newspapers are offering special rates to all Massachusetts travel-relatd organizations; contact the sales reps listed.

	Pub Date	Ad Rep
La Presse Montreal (French)	March 16, 23 April 6, 20 May 4, 18 June 8	Eric Lange 617-542-6913
Le Journal de Montreal (French)	March 16, 23, 30 April 13, 27 May 11, 25	Jerry Du Four 305-566-6116
The Montreal Gazette (English)	March 16, 23, 30 April 13, 27 May 11, 25	Francine Vaillancourt 800-361-6172
Toronto Star (English)	March 9, 16 April 6, 20 May 4, 18 June 1	Tina Kaplan 305-456-9696

Questions? Call Jonathan Hyde at MOTT, 617-727-3201, ext. 201.

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

MASS. MA 32.3:88

THE MASSACHUSETTS M·E·S·S·E·N·G·E·R

NUMBER 88
JUNE 1996

DOCUMENTS COLLECTION
UNIVERSITY OF MASSACHUSETTS
AMHERST
NOV 07 1996

23 Honored at 9th Annual Governor's Conference

Mary Jane McKenna, MOTT's Executive Director, opened the 1996 Massachusetts Governor's Conference on Tuesday, April 2 at the Tara's Ferncroft Resort in Danvers. McKenna welcomed more than 750 attendees and moderated the two-day conference. Governor William F. Weld was the featured speaker at Tuesday's opening lunch as well as Sir Colin Marshall, Chairman of British Airways. Lieutenant Governor Paul Cellucci was the keynote speaker at Tuesday's Gala Dinner and Awards Ceremony. Cellucci presented Leadership, Hospitality and Special Recognition awards to tourism industry representatives. Economic Affairs Secretary David Tibbetts spoke at Wednesday's breakfast and Ted Leonsis, President of America Online spoke at the closing luncheon.

Leadership awards were presented to Lila Wilde Berle, Norman Rockwell Museum; Alberta Sebolt George, President, Old Sturbridge Village; Wayne McCary, President & CEO, Eastern States Exposition; Francois L. Nivaud, Managing Director, Boston Harbor Hotel; Hon. Peter Torkildsen, U.S. House of Representatives; Robert Weiss, Editor and Publisher, *Air Travel Journal/Travel New England*; and Russell Wright, President, Commonwealth Electric Company. Mr. Isamu Kawai, accepted a special International Recognition Award on behalf of Subaru.

Hospitality award recipients included: Ilene Berger, Plymouth Information Center; Jules Chisholm, Cambridge Information Center; Shirley Davis and Lorriane Seymour, Wigwam Western Summit Gift Shop; Henry King, Edgartown Inn; John Medeiros, American Eagle Motorcoach; Kevin McMillan, Zoar Outdoor White Water Rafting; June O'Brien, Sheraton Tara, Lexington; Gloria O'Connell, Olde Byfield Information Center; Lynne Poyant, Hy-Line Cruises; James Schoen, Williamstown Information Center; Stanley Skamaryz, Wachusett Mountain; Springfield Police Department; and Nantucket's Brant Point Station. The evening concluded with a Lifetime Achievement Award presented to Gerald DiPietro, President of Tourco.

■ DOMESTIC

Imagine . . . a new in-state campaign

For the second year, MOTT's domestic marketing program includes a campaign to encourage Massachusetts residents to vacation in state. A 60-second radio spot, "Imagine," aired on radio stations throughout the state in May. Listeners who called the 800 number received a copy of the *Massachusetts Getaway Guide*. The spot was produced by MOTT's advertising agency, Houston Herstek Favat.

ACTION CHECKLIST

Canada/p.2
International/p.3
Group Tour/p.3
Cultural Tourism/p.4

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
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Boston Pops

This summer's PBS "Evening at Pops" television series will include Massachusetts tourism images in a 10-second MOTT credit. $1 million of MOTT's FY96 budget was designated to support production of the 1996 Pops broadcast series. The 5 new programs and 4 repeats will be seen on public stations across the U.S. New programs will air on July 1, 8, 22, 29 and August 5.

MOTT's Spring/Summer Calendar Available

The *1996 Spring and Summer Calendar of Events* is now available. The calendar lists more than 325 fairs, festivals and celebrations happening now through September 15. Also included in the calendar is a special whale watch guide listing 17 cruises. For a free copy of the *Spring and Summer Calendar of Events*, call 1-800-227-MASS.

And The Winner Is...

The America Marketing Association has chosen MOTT's 1995 Summer advertising campaign, created by Houston Herstek Favat, as an EFFIE winner in the competitive Travel/Tourism/Destination category. Awarded for creativity and overall effectiveness, the EFFIE is one of the most prestigious awards presented in the advertising industry. MOTT and HHF will have to wait until the June 5th awards ceremony to find out whether they have won a gold, silver or bronze award. In 1994 and 1995, HHF won the Hatch Awards' Best of Show for the Department of Public Health's anti-smoking campaign.

New Domestic Study

A new study of domestic travel to Massachusetts is now available from MOTT. The TravelScope report provides extensive demographic information on 1995 and 1994 U.S. resident travel to Massachusetts including share-of-market and quarter-by-quarter data not previously available. The U.S. Travel Data Center study is based on a monthly mail survey to 20,000 representative U.S. households. An executive summary was distributed at the Governor's Conference. For a copy of the full 1995 TravelScope study, fax Jonathan Hyde at MOTT, 617-727-6525.

■ CANADA

Seaside Savings

For the second consecutive year, MOTT will offer a savings program for Canadians visiting Massachusetts. "Massachusetts Seaside Savings" is modeled after last year's "Sensational Savings" but focuses on coastal regions of the state. The program, which includes 125 offers valid June through October, 1996, will be promoted through black-and-white print ads in newspapers in Montreal and Toronto. For more info, contact Jane Howes, MOTT, x203.

Montreal and Ottawa Sales Missions

In March, MOTT's Rick Apel participated in the Montreal and Ottawa Sales Missions organized by the New England Tourism Center in Montreal. The sales missions were designed to attract more tour operators, travel agents and Canadian media to Massachusetts.

Berkshires Visit

In April, Joan Haines-Foster, of Continental Communications, MOTT's Canadian public relations agency, went on a brief fam tour of the Berkshires. Joan was escorted by MOTT's Tara Rendon. Special thanks to Steven Ziglar and Ann Olson of S/Z Marketing for organizing such a terrific itinerary.

Escape to the great outdoors

A group of five Canadian journalists will be visiting Massachusetts during the first week in June to participate in an "Outdoors Fam." This fam will focus on outdoor activities available in the Cape Cod area, as well as the Islands. The journalists will bike the Cape Cod Rail Trail, go on a whale watch, try sea kayaking and sailing. The journalists include Lucy Izon, *The Toronto Star*; Doug O'Neill, *Leisure World Magazine* and Andre Duchesen from Montreal's *La Presse*.

MOTT STAFF DIRECTORY

Telephone: (617) 727-3201

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Mary Jane McKenna x208
Kerry McDonald x202
Phyllis Campbell x208

North American Marketing
Jonathan Hyde x201

Director of Operations
Kara DiFruscia Viola x244
Eric Eisengger (Intern) x217

Special Events/Group Tour
Mary Hayes x245

Publications
Kim Kennedy x221

International Marketing
Bill MacDougall x231
Kim Noltemy Ugorji x232
Fred Clifford x226
Rick Apel x234
Kathie Guben x233
Tara Rendon x228 (Mon-Wed)
Joanna Cameron (Intern) x206

Traveler Info/Fulfillment
Steve Walsh x256
Helen Clagg x253
Carolyn Kinsey x251
Stacie Banks x0
Laura Dunne (Intern) x254

North American Communications
Jane Howes x203
Michele Ellicks x222
Tara Rendon x228 (Thur/Fri)
Kevin Kidder (Intern) x204

System Administration
Martin Kaye x212

Administration
David Rutter x215
Peter Lee x211
Jerry Addivinola x213

■ TRAVEL PEOPLE

Congratulations to MOTT's Kara DiFruscia Viola on her recent promotion. Kara was promoted to Director of Operations at MOTT.

MOTT welcomes Kerry McDonald aboard. Prior to MOTT, Kerry worked for Representative Walter DeFilippi at the State House for four years. Kerry will be working as Mary Jane McKenna's Executive Assistant.

Plymouth County Development Council's Executive Director, Brooks Kelly, was recently named Citizen of the Year by the Pembroke Chamber of Commerce, for his thirty years of distinguished service.

Maurene Campbell, former Executive Director of the Nantucket Island Chamber of Commerce, resigned from her position on April 19, 1996. Tracy Bakalar is currently Acting Director. MOTT wishes Maurene all the best in her future endeavors.

Congratulations to Jo-An Thomas on being named Director of the Quincy Tourism & Visitors Bureau and to Beth Kenney, the new Executive Director of Destination Plymouth.

■ IN APPRECIATION

The following organizations recently assisted with FAM trips:

Arrowhead
Berkshire Hills Visitors Bureau
Blantyre
Boston Harbor Hotel
Boston Red Sox
Cape Air
Carriage House
Charles Hotel
Chart House
Chesterwood
Cranwell
Greater Boston CVB
Hampshire House/"Cheers"
Hancock Shaker Village
Hard Rock Cafe
Historic Deerfield
Holiday Inn
Tewksbury/Amesbury
House of Seven Gables
JFK Library and Museum
King's Grant Inn
Le Meridien Hotel
Locke Ober's
Mass MOCA
North of Boston CVB
Norman Rockwell Museum
Old Sturbridge Village
Peabody Essex Museum
Pilgrim Sands Motel
Plimoth Plantation
Publick House
Red Lion Inn
Salem Trolley
Salem Witch Museum
Sheraton Inn
Clark Art Institute
Sturbridge Host Hotel
The Orchards
Thorncroft Inn
Union Oyster House
Williamsville Inn
Worcester County CVB
Worcester Common Fashion Outlets

■ THURSDAY CHATS

MOTT wishes to thank the following individuals for participating in MOTT's Thursday Chats: Lisa Yantas, Harrison Gray Otis House, SPNEA; Kristi Kienholz, Massachusetts Audubon Society; and Kate Wollensak, The Trustees of Reservations. Thursday Chats invite tourism-related organizations to speak about their role in tourism and to inform MOTT staff members of what's new. The chats will resume again after Columbus Day. For more information, call Helen Clagg, MOTT, x253.

Camp stories

Norman Cazelaut, travel editor from Montreal's daily newspaper, *Le Devoir*, and a contributing writer to the Canadian Automobile Association (CAA), plans to visit Massachusetts during the third week in August. He is writing a story focusing on camping on Cape Cod and Martha's Vineyard.

■ INTERNATIONAL

La vie en rose

American Airlines launched its Boston to Paris route on May 1. Massachusetts anticipates seeing an influx in French visitors and travel writers. Kudos to Massport for their lobbying efforts to ensure that the Boston-Paris route was part of the Clinton Administration's negotiations with France.

New European route added

Icelandic Air began nonstop service on April 1 between Boston and Reykjvaik, Iceland, with ongoing service to Stockholm, Oslo, Copenhagen, Hamburg, London, Glasgow, Luxembourg and Amsterdam. Icelandic offers three weekly flights and plans on offering a fourth flight during the summer months.

World Travel Magazine

A three-person team from *World Travel Magazine*, a Korean consumer magazine publication, visited Massachusetts in April. They spent one week visiting the Plymouth area, Sturbridge, North of Boston and Boston. *World Travel Magazine* is the leading travel publication in Korea and has a circulation of 70,000.

Nous Deux

French journalist Isabelle David and photographer Frederic Basset visited Plymouth, Cape Cod, Martha's Vineyard, Nantucket, Salem and Boston for four stories they are working on for *Nous Deux* magazine, a weekly French lifestyle magazine with a circulation of 450,000. The first issue hits newsstands in France on June 11.

Diana Magazine

Andy Tung, writer and publisher of *Diana Magazine*, a major Taiwanese lifestyle magazine, visited the Berkshires in April. *Diana* is also offered as inflight reading material on Air New Zealand, Mandarin Airlines, Cathay Pacific Airways and Canadian International Airlines.

Konnichi wa

Sachiko Ogura of Tsuru Enterprises, MOTT's Japanese public relations firm, recently enjoyed a whirlwind orientation tour of Massachusetts. Her travels took her to Martha's Vineyard, Nantucket, the Berkshires and the Mohawk Trail.

Lights, cameras, Andover

MOTT recently assisted Discover New England (DNE) with arrangements for a UK television crew to film Andover's 350th anniversary celebration. The crew will film a one-hour program for Travel TV Channel and for the South of England Cable network. Travel TV Channel has approximately 1 million viewers in the UK and 5 million across Europe.

■ GROUP TOUR

April in Cincinnati

Executive Director Mary Jane McKenna and Group Tour/Special Events Coordinator Mary Hayes, attended NTA's Spring Exchange in Cincinnati, April 17-21. A delegation of approximately fifteen suppliers, destinations, and tour operators represented the Bay State. For a copy of the sales leads, please contact Mary Hayes, MOTT, x245.

Working Together

Mary Hayes was also one of 75 participants at the recent "Working Together" conference sponsored by Susan Logan of White Mountains Association. This biannual conference is held for the New England group tour industry. A Suppliers Showcase included presentations by members of the White Mountains Association on what's new and exciting in the region's group-oriented attractions. MOTT plans on offering a similar program to the group tour industry. For more information, contact Mary Hayes, x245.

■ CULTURAL TOURISM

A group of the state's cultural organizations met at MOTT in late-May to develop the Cultural Tourism Seminars program for Fall 1996 and Winter/Spring 1997: Boston Preservation Alliance; New England Museum Association; Massachusetts Historical Commission; Bay State Historical Commission; Bay State Historical League; National Trust for Historic Preservation; Massachusetts Cultural Council; Historic Massachusetts, Inc. and Preservation Worcester. The 1996 Spring series concluded on May 1 with Creative Partnerships for Non-Profits held in Barnstable. Susan Dahling Sullivan, Associate Director, Boston Lyric Opera, and Marian Alper, Director of Marketing and promotions at Classical 102.5 FM WCRB were the presenters. For more information, contact Mary Hayes, MOTT, x245.

■ FYI

Be A Tourist in Your Own Town

The Greater Merrimack Valley CVB and the Kiwanis Club of Lowell encouraged Lowell residents to "Be a Tourist in Your Own Town," on May 18 and 19. Participating attractions, restaurants and retail shops provided free admission, incentives and discounts. The program was created by the Greater Vancouver CVB in 1994. This program coincided with National Tourism Week, which educates consumers about the value of tourism to the economy.

::

Discover the Merrimack Valley

The Greater Merrimack Valley CVB recently released *Discover*, a destination guide to the Greater Merrimack Valley. This comprehensive guide features the cities, towns and cultural diversity that make the Merrimack such a spectacular region to visit. To request a copy, call (508) 459-6150.

::

Bristol County News

The downtown New Bedford Visitor Center has a new home in the city's historic district. The address is 33 William Street, New Bedford, MA 02741.

::

National Historical Park for New Bedford

Senator Ted Kennedy and Senator Bob Dole recently agreed on a bill to create a new federal park in New Bedford. If the bill is passed, the new federal park will preserve many New Bedford buildings and sites including the historic Schooner *Ernestina*, Seamen's Bethel and New Bedford Whaling Museum.

::

Happy trails

The *1996-97 Americana Trail Guide* and the *1996-97 Factory Outlet Guide* are now available from the Bristol County CVB by calling 1-800-288-6263.

::

A guide to go by

The Worcester County CVB just released its *1996 Spring/Summer Visitor's Guide To Worcester County*. The guide highlights many of Worcester County's top attractions and offerings. For a copy, call 508-753-2920.

::

Plan ahead

The Greater Boston CVB's new *Spring/Summer Travel Planner* is available. To order a copy, call 617-536-4100.

::

Smooth sailing

The HMS *Bounty* is back at Fall River's Heritage State Park. For more information, call Thomas Murray at 508-673-3886.

::

1-888-ADAMSES

The Quincy Tourism & Visitors Bureau now offers the city's first toll-free visitors information hotline. The hotline lists information on major Quincy sites and attractions, including the Adams National Historic Site, the U.S. Naval Shipbuilding Museum and the USS *Salem*. The hotline can be accessed by calling 1-888-ADAMSES.

::

In the loop

Please forward press releases and any new brochures to:
DNE, Sarah Graham Mann, C-3, 205 Worcester Court, Falmouth, MA 02540.
Phone: 508-540-8169
Fax: 508-540-8195

Messenger Editors:
Jane Howes
Michele Ellicks

Send name and address changes to Marketing Services, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, Massachusetts 02202. Please include the 5-digit number on your mailing label.

MASS. MA32.3:89

THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
MAY 1 2 1997

NUMBER 89
AUGUST 1996

University of Massachusetts
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MOTT Launches Internet Site

MOTT's new consumer web site (www.mass-vacation.com) provides comprehensive planning information for travelers including attractions, lodging and transportation. The site, which was designed by Houston Herstek Favat, also includes extensive photos and graphics. The page links users to regional tourist councils and to other key sites that provide public transportation, airport, weather and traffic information. Links to individual attractions, properties, cities and towns will be added in September. MOTT will link to any Massachusetts tourism site that provides helpful information to users and is willing to provide a reciprocal link to MOTT. Users reaching MOTT's old site (www.state.ma.us/travel) will be sent directly to the new site. For more information, contact Martin Kaye, MOTT, x212.

• DOMESTIC

Winter calendar deadline

The deadline for the *Massachusetts Winter Calendar of Events* is August 16th. The calendar covers the months of December 1996 through March 1997. Please forward event and exhibit information to MOTT's Publications Editor Kim Kennedy.

MOTT to step up domestic pr efforts

MOTT plans on hiring a public relations firm for its domestic market. The agency will promote Massachusetts as a travel destination by obtaining consumer and trade press coverage, developing promotional programs, and providing general public relations support.

• CANADA

Seaside Savings

In June, MOTT launched *Seaside Savings* for Canadians. This discount program promotes the affordability of a Massachusetts vacation. The program runs through October 31st and was promoted via newspaper ads which ran in Montreal and Toronto.

Fall fam trips

MOTT's North American Marketing Department is planning two Canadian trips for the fall. The first one is planned for mid-September and will focus on the cultural and outdoor activities available in the Berkshires. The second trip is set for the beginning of October and will highlight the 375th anniversary of the first Thanksgiving meal at Plymouth. For more info, contact Jonathan Hyde, MOTT, x201.

Win a trip to Massachusetts

In an effort to promote Massachusetts as a travel destination to Canadians, radio stations in Ottawa, Montreal and Halifax will conduct phone-in contests. Promotional prizes include a trip to Massachusetts. For more info, contact Jonathan Hyde, MOTT, x201.

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ACTION CHECKLIST

International/pg.2
Cultural Tourism/pg.2
Group Tour/pg.2
Travel People/pg.2
FYI/pg.3

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
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• INTERNATIONAL

Deauville Film Festival

Massachusetts has been chosen as the official tourist destination of the prestigious Deauville American Film Festival in France. The Festival, which takes place August 30-September 9, will feature an extensive photo exhibit from MOTT's International Department, as well as an artifact exhibit containing pieces donated by people and establishments from across the state. The MA Film Office will showcase five films which have been shot on location in the Bay State. MOTT's Executive Director, Mary Jane McKenna, will represent Massachusetts at the festival.

Connecting service

Beginning August 20th, Korean Air Lines will offer direct flights from Seoul, South Korea to New York's JFK Airport, with connecting service to Boston. The new flights promise easier access to Boston for visitors from South Korea.

• CULT'L TOURISM

Cultural Seminars

MOTT looks forward to its 5th year of upcoming cultural tourism seminars. The seminars will begin in October, and include: *Cultural Entrepreneurship, Idea$ That Work; Historic Facilities, Looking Outside The Four Walls* and *Cybermarketing, Tech Tips and Surfing*. All seminars, with the exception of cybermarketing, will be $15 per person and will be held from 9:30 am - 1 pm.

Save the date

The 1997 Massachusetts Governor's Conference on Travel & Tourism will be held at Thursday, April 17 and 18, at the Boston Park Plaza. 1997 will be the 10th anniversary of the conference, so mark your calendars.

• GROUP TOUR

Upcoming trade shows

MOTT will be attending the following group tour industry trade shows:
Ontario Motorcoach Association Annual Convention, Toronto, November 3-7;
National Tour Association Annual Convention, Minneapolis, November 9-14, and the *American Bus Association Annual Convention*, Portland, Oregon, December 7-13. For more info, contact Mary Hayes, MOTT, x245.

• TRAVEL PEOPLE

Farewell to Kim Noltemy Ugorji who left MOTT to join the Boston Symphony Orchestra's marketing team. Kim's dedication and enthusiasm will be missed.

Congratulations to the new executive director of the Nantucket Chamber of Commerce, Maia Gaillard.

MOTT bids a fond farewell to Bristol County CVB's Ann Stacey. Ann will join Trust Insurance of Taunton as a claims representative.

Congratulations are also in order for Lynne Poyant who was recently named executive director of the Hyannis Chamber of Commerce.

Nancy Pappas has been appointed director of public relations for The Ritz-Carlton, Boston. Ms. Pappas will oversee all of the hotel's publicity efforts, including coordinating the hotel's 70th anniversary celebration, which will be commemorated throughout 1997.

• FYI

New Department of Economic Development

Under Governor Weld's downsizing initiative, MOTT is now part of the new Department of Economic Development (DED). The Department assumes many of the functions of the former Executive Office of Economic Affairs. DED is headed up by David A. Tibbetts.

...

Leaf update

MOTT's Fall Foliage Hotline (800) 227-MASS will be up and running on September 15th. The hotline will track the state's foliage conditions and will be updated three times a week.

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Worcester visitor's center opens

The new Worcester Visitors Center located at the Worcester Common Fashion Outlets was officially opened last month and is under the direction of the Worcester County CVB.

MOTT STAFF DIRECTORY

Telephone: (617) 727-3201; Fax (617) 727-6525; Internet: www.mass-vacation.com

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Mary Hayes x245

Publications
Kim Kennedy x221

International Marketing
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Joanna Cameron x206

Traveler Info/Fulfillment
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Stacie Banks x0

North American Communications
Michele Ellicks x222
Kevin Kidder x203
Tara Rendon x228 (Thur/Fri)

System Administrator
Martin Kaye x212

Administration
Peter Lee x215
Jerry Addivinola x213

75th edition

The 75th edition of the "Big E" takes place September 13 through 29th and MOTT will have a booth located in the Massachusetts building on the Avenue of the States. If you are interested in working as a volunteer contact Steve Walsh, MOTT x256.

...

Abracadabra

The Greater Springfield CVB recently announced that the Society of American Magicians selected Springfield as the location for its Annual Convention to be held June 17-20, 1997.

...

New marketing brochure for Cambridge

The Cambridge Office for Tourism produced a new brochure highlighting the city's offerings and activities. For a copy, contact the Cambridge Office for Tourism at (617) 441-2884.

...

Bristol County news

The *17th Annual Group Tour Guide to Northern Bristol County,* produced in conjunction with the LaSalette Shrine's Festival of Lights, is now available.

Fall River's Lizzie Borden Bed & Breakfast officially opened its doors on August 4th, the 104th Anniversary of the famous murders. For more info, call (508) 675-7333.

...

Thank you to all recent fam sponsors

The Acworth Inn, Cummaquid
Adam Cab, Martha's Vineyard
Addison & Associates, Orleans
Aigo Bistro, Concord
The Arbor, Edgartown
Ara's Tours, Nantucket Island
Ashley Inn, Edgartown
Atlantic Café, Nantucket Island
Ballymeade Country Club, Falmouth
Beacon Inn & Guesthouse, Boston
The Belfry Inn, Sandwich
Berkshire Hilton, Pittsfield
Best Western Chateau, Provincetown
Best Western Tides, Provincetown
Blue Water, South Yarmouth
Boston Harbor Hotel
Boston Symphony Orchestra
Bostonian Hotel
Bristol County CVB
Cape Air, Hyannis
Cape Cod Chamber of Commerce
The Cape Point, W. Yarmouth
Captain Jack's Waterfront, Swampscott
Captain Tom Lawrence House, Falmouth
The Charles Hotel, Cambridge
Chatham Bars Inn, Chatham
Cape Cod Country Club, Falmouth
Cape Cod Mall, Hyannis
Cape Cod Museum of Natural History, Brewster
Cape Point Hotel, West Yarmouth
Charthouse Restaurant, Boston
Chatham Wayside Inn, Chatham
Chesterwood, Stockbridge
Cobblestones Restaurant, Lowell
Colonial Inn, Concord
Colorful Stiches, Lenox
Concord Hand Designs, Concord
Coonamenssett Inn, Falmouth
Craigville Motel, Centerville
The Dolphin Fleet, Provincetown
The Falmouth Inn, Falmouth
The Flying Bridge, Falmouth
Governor Bradford Inn, Edgartown
Greater Boston CVB
Falmouth Chamber of Commerce
Falmouth Country Club
Hancock Shaker Village, Pittsfield
Handweaver, Stockbridge
John Hancock Observatory, Boston
Harbor House Hotel, Nantucket Island
Heritage Plantation, Sandwich
Hyannis Chamber of Commerce
Hyannis Harbor Tours
Hyannis Whale Watcher
Hy-Line Cruises, Hyannis
Hyannis Travel Inn, Hyannis
Kennedy Museum, Hyannis
LaCoste Gallery, Concord
Lobster Boat, West Yarmouth
Martha's Vineyard Chamber of Commerce
McGovern Communications, Salem
The Mews, Provincetown
Midtown Hotel, Boston
Mostly Hall, Falmouth
Museum of Fine Arts, Boston
Nantucket Chamber of Commerce
New England Quilt Museum, Lowell
Norman Rockwell Museum, Stockbridge
North of Boston CVB
O'Briens' Serious Seafood &

Grill, Swampscott
Ocean Edge Resort, Brewster
Old Sturbridge Village, Sturbridge
Orchard House, Concord
Provincetown Chamber of Commerce
Provincetown Whale Watch
Ranger V
Publik House, Sturbridge
Rail Trail Bike Rentals, Brewster
Ramada Regency Inn, Hyannis
Red Jacket Beach, So.Yarmouth
Red Lion Inn, Stockbridge
The Riviera Beach, So. Yarmouth
The Roadhouse Café, Hyannis
Sandwich Glass Museum, Sandwich
Shoreway Acres, Falmouth
The Steamship Authority, Woods Hole
The Tidewater Motor Lodge, W. Yarmouth
The Wequasset Inn, Chatham
The Wildflower Inn, Falmouth
Quality Inn, Falmouth
Quality Inn, Somerset
S/Z Marketing, Lenox
Sea Crest Resort, N. Falmouth
Sterling & Francine Clark Art Institute
Wedgewood Inn, Yarmouthport
Worcester Common Fashion Outlets
Yarmouth Chamber of Commerce
Young's Bicycle Shop

Editor's final note

Having been MOTT's North American Marketing Coordinator since July 1994, the time has come for me to move on to explore new career opportunities. I would like to thank each of you who have made my employment in the public sector satisfying, rewarding and enjoyable.
Best Regards,
Jane Howes

Messenger Editors
Jane Howes
Michele Ellicks
Kevin Kidder

Massachusetts Office of Travel & Tourism
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Boston, MA 02202

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THE MASSACHUSETTS MESSENGER

GOVERNMENT DOCUMENTS COLLECTION
NOV 15 1996
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Number 90 • October/November 1996 • Executive Director Mary Jane McKenna

MOTT to Hire Domestic PR Firms

MOTT will be hiring public relations firms to augment domestic marketing efforts this fall. The firms, based in the northeast and the west coast, will be responsible for implementing a comprehensive consumer and travel trade public relations campaign to increase the number of domestic travelers to Massachusetts. Initial responses to the proposals have been extremely positive, with more than 15 firms expressing interest in the venture. A committee of five is reviewing the proposals, and a selection is anticipated sometime in November.

❖ DOMESTIC

Don't forget the kids

In response to the high demand of student information on Massachusetts, MOTT now offers a four-color illustrated poster. Designed by Houston Herstek Favat, the 2'x1' poster includes an illustrated map on one side depicting sites across the state, and Massachusetts facts and trivia on the reverse.

New visitors centers

Several new visitors centers are under design for the upcoming year. The new centers will be in Lancaster on Rte. 2, in Chelmsford on Rte. 495, and in Salisbury on Rte. 95.

Let it snow...

MOTT will once again be operating a hotline with daily ski condition reports, courtesy of SnoCountry Worldwide. The phone number is 1-800-227-MASS. MOTT's new ski brochure, available November 15th, will include a $25 Learn-to-Ski package and two special offers from Ski Market. The brochures will be distributed at Mass. Turnpike toll booths, and Ski Market stores in MA, RI, CT and Albany, NY.

Annual calendar

The deadline for events to be included in the Annual Calendar is rapidly approaching. The Annual Calendar is sent to travel writers and editors across the United States and Canada. Fax events by November 1st to Michele Ellicks.

❖ CANADA

Late fall fam trips

MOTT's North American Marketing Department is planning two Canadian press trips to the state this October. One is focused on Salem and *Haunted Happenings,* and the second will visit the Berkshires and Sturbridge for fall foliage viewing.

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ACTION CHECKLIST

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FYI pp. 2-3

MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM
100 Cambridge Street, 13th Floor • Boston, Massachusetts 02202 • 617-727-3201 • Fax: 617-727-6525 • E-Mail: vacationinfo@state.ma.us

Goodbye seaside savings...
MOTT's "Seaside Savings" program ends this month after a successful four-month run. We would appreciate any feedback from participants; please fax comments and suggestions to MOTT at (617) 727-6525.

❖ INTERNATIONAL

Apel in Asia
MOTT's Rick Apel attended an Asian Sales Mission arranged by Massport. The mission visited Taipei, Seoul, and Hong Kong from October 7-21.

Blind date on Cape Cod
The popular British program "Blind Date" recently filmed a segment on Cape Cod and Boston for an upcoming show to air in November. The show, which is loosely based on "The Dating Game," will feature scenes from the contestants' romantic date in Massachusetts.

Ciao!
Italian TV station Canale 5 was in Plymouth September 29-October 2 for a show focusing on cranberries. In addition, the crew visited Franklin County, the Berkshires, and the Mohawk trail for a fall foliage segment.

Traveling exhibit
MOTT's international department has created a traveling photography exhibit of the state which will visit locations around the world. The exhibit's first stop was Deauville, France at the American Film Festival.

Kerouac and Italy
The Jack Kerouac exhibit in Lowell will be attended by the Italian Vice Prime Minister Walter Veltroni, who has authored several books on Kerouac. The exhibit opened on October 1st and will run until November 8th.

❖ CULT'L TOURISM

Fall/winter seminars
New seminars are scheduled for the upcoming late fall/winter season: October 24th, Cultural Entreprenuer$hip, in Wenham; Nov. 21st, Historic Facilities, in Concord; and Jan. 28th, Cybermarketing, in Boston. For reservations call Mary Hayes, x245.

❖ GROUP TOUR

Trade shows
MOTT's Mary Hayes will be attending several trade shows, including:
-*Ontario Motorcoach Association* Nov. 3-7 in Toronto;
-*National Tour Association* Nov 9-15 in Minneapolis;
-*American Bus Association* Dec. 8-13 in Portland, Ore.

...

Tour operator dinner
The first annual Massachusetts Tour Operator dinner will be held at the National Tour Association's meeting in Minneapolis Nov. 9-15. The aim of the dinner is to promote Massachusetts as a group tour destinations for tour operators from Canada and the US. For info call Mary Hayes, x245

❖ TRAVEL PEOPLE

Congratulations...
Congratulations to Stephen Root, the new Executive Director of the Greater Springfield Convention & Visitor's Bureau. Stephen joins the Springfield CVB after being senior vice-president at BayBank, where he worked for 27 years.

...

It's a boy! Congratulations to Fred and Donna Clifford, proud parents of Fred Clifford, III, born August 26th.

...

Congratulations are also in order for Kimberly & Peter Kennedy on the birth of their second child, William Marshall Kennedy, born on October 14th.

❖ FYI

On the agenda
Executive Director Mary Jane McKenna has been meeting with tourism representatives across the state. Recent activities include: attending the Plymouth County Development Council's annual meeting on September 30th; attending a meeting of the

MOTT Staff Directory

Telephone: (617) 727-3201; Fax (617) 727-6525; Internet: www.mass-vacation.com

Executive Director's Office
Mary Jane McKenna x208
Phyllis Campbell x208

North American Marketing/Publications
Jonathan Hyde x201
Kerry McDonald x202
Carla Rodrigues (intern) x218

Director of Operations
Kara DiFruscia Viola x244
Stella Sustrean (intern) x204

Special Events/Group Tour
Mary Hayes x245
Jay Reblando (intern) x214

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Communications
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Michele Ellicks x222
Kevin Kidder x203

System Administrator
Martin Kaye x212

Administration
Peter Lee x215
Jerry Addivinola x213

New Advisory Council on Travel & Tourism on October 7th; spending October 10th in New Bedford at the proposed site of the new aquarium; attending TIA's Outlook Forum, October 16-18, and serving on TIA's '97 Education Commission for the National Council of State Tourism Directors. Upcoming events for McKenna include a visit to Fall River on November 1st; and presenting MOTT's '97 media campaign at industry meetings across the state.

...

Harborfest is tops

For the third consecutive year, Boston's Harborfest has been included in the top 100 events in the US by the American Bus Association (ABA).

...

Plimoth Plantation's 375th Anniversary

Plimoth Plantation has several special events planned in honor of the Pilgrims' first Thanksgiving, 375 years ago. For info, call Plimoth Plantation at (508) 746-1622.

...

Save the date:

The 1997 Governor's Conference on Travel & Tourism will be held on April 17th & 18th at the new Boston Park Plaza Hotel. Nominations are still being accepted for the conference's Leadership awards. If you have any ideas about speakers, sponsors, or workshops, call Mary Hayes, x245

4th annual tourism summit

Cape Cod's fourth annual Tourism Summit will be held on Jan. 23rd at the Tara Hyannis Resort on Cape Cod. The program will feature the economics of tourism on Cape Cod and off-season marketing techniques. For more info, call (508) 362-3225.

...

ASTA's new leader

The American Society of Travel Agents elected Bostonian Michael Spinelli as its President-Elect. Spinelli will be the first New Englander to be elected as President of the 40,000 member organization. Spinelli is currently head of Action 6, and was previously New England ASTA President.

...

Celebrating Seuss

Springfield's Dr. Seuss Memorial is one step closer to reality with a $1 million gift from Audrey Geisel, the late Theodore Geisel's wife. The project will include representations of Geisel and several of his characters and will be located at the Quadrangle in Springfield.

...

Pioneer Valley fare

Restaurants of the Connecticut River Valley will be featured in *Bon Appétit's* November issue. The article features traditional and contemporary New England fare. For information call the Franklin County Chamber of Commerce at (413) 773-5463.

...

Sensational summer!

The summer season brought good tidings for several areas across the state. In Plymouth County, attendance at 4 major attractions was up by 4,539 visitors over last year, and usage of the Plymouth Visitors Center increased by 40, 625. Lodging occupancy rates at South Shore properties rose 4%. In Springfield, the Library & Museum Association noted a whopping 18% increase in attendance, with over 232,000 visitors in FY '96. Old Sturbridge Village in Worcester County welcomed its 20 millionth visitor in August.

...

Leaf peepers

Thanks to the Department of Environmental Management for assisting with this year's foliage reports: Austin Mason; Dave Wood; Paul Adams; Daryl Kay; Joe Domborow; and Germaine Vallely.

...

Thanks

MOTT would like to thank the following for their help with FAM trips:

Atlantic Oaks Campground
Belfry Inn
Berkshire Brewery
Blantyre
Boston Harbor Hotel
Boston Tea Party Ship & Museum
Cape Cod Chamber of Commerce
Cape Cod Cranberry Growers Association

Captain Ezra Nye House
Charles Hotel
Chart House Restaurant
Chesterwood
Dan'l Webster Inn
Decas Cranberry Company
Cranberry World Visitor's Center
Destinations New England
Duck Tours
Durgin Park Restaurant
Hawthorne Tours
Holiday Inn Peabody
Hotel Northampton
House of Seven Gables
Howard Johnson Greenfield
Hy-Line Cruises
Hyannis Whale Watch
John Carver Inn
Locke-Ober
Lunt Design
Martha's Vineyard Chamber of Commerce
Nantucket Chamber of Commerce
Naumkeag
Norman Rockwell Museum
North of Boston CVB
Northfield Mt. Recreation Center
Ocean Spray Cranberries
Old Sturbridge Village
Orchards Inn
Peabody Essex Museum
Peters Pond Park
Pilgrim Hall Museum
Perry Winkle Bed & Breakfast
Pinewood Lodge Campground
Plimoth Plantation
Plymouth Antiques Trading Co.
Plymouth Bay Winery
Plymouth Colony Winery
Plymouth County Development Council
Publick House
Quincy Market\Faneuil Hall Marketplace
Salem Tourism Office
Salem Witch Museum
Salisbury Chamber of Commerce
Salisbury State Reservation
Signature Sounds, Whately
Smith College
The Inn at Fernbrook
Tuckerman House
USS Constitution & Museum
Union Oyster House
Wheatleigh
Williams Inn
Worcester Common Fashion Outlets
Yankee Candle Company

Messenger Editors
Kevin Kidder
Michele Ellicks

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We'd love to show you around.

MASSACHUSETTS

The Messenger

GOVERNMENT DOCUMENTS COLLECTION
FEB 24 1997
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A newsletter of the Massachusetts Office of Travel and Tourism

January 1997 Number 91 Mary Jane McKenna, Executive Director

From the historic streets of Boston to the snow-capped peaks of the Berkshires, the Bay State offers winter travelers a diversity of scenery and activities that is unparalleled in New England. With winter upon us, one of the biggest draws for travelers is the abundance of accessible and affordable ski areas. To that end, MOTT has again produced a *Massachusetts Ski and Snowboard Guide,* which is being distributed at Massachusetts Turnpike toll booths, information centers and Ski Market stores.

In March, new television and print ads will debut in major media markets throughout the Northeast. The ads – produced by ad agency Houston Herstek Favat – use the theme *"Massachusetts – We'd love to show you around."* We've traveled around receiving input from an assortment of tourism-related businesses and organizations, and the ads do a great job portraying Massachusetts as a visitor-friendly destination with lots to do for the whole family. There's a lot more going on so, I hope you'll keep reading. As always, feel free to call us here at MOTT to find out what's happening in Massachusetts.

Mary Jane

LOU HAMMOND & ASSOCIATES SELECTED AS NEW PR FIRM

Lou Hammond & Associates, Inc., an award-winning public relations firm with twelve years of experience in promoting tourist destinations has been chosen by MOTT to coordinate publicity designed to increase the number of domestic travelers to Massachusetts.

"Lou Hammond and her staff have a worldwide reputation for excellence in promoting tourist destinations," said tourism director Mary Jane McKenna. "They are true professionals. They know the travel industry and the travel press inside and out, and they have a proven track record of success in getting results," McKenna said.

As public relations counsel to MOTT, Lou Hammond & Associates will promote Massachusetts attractions and destinations and develop marketing programs and special events to increase awareness of Massachusetts among domestic consumers and the travel trade.

Lou Hammond & Associates is a New York-based public relations agency, founded in 1984 by Lou Rena Hammond. The agency provides public relations services for numerous destinations, travel services, resorts and hotels, and has won several industry awards for excellence in travel marketing.

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MOTT Departmental News

North America

New Getaway Guide

The flagship publication of MOTT will be bigger and better than ever when it's rolled out in March, just as summer tourists start planning their trips. This year, MOTT will be printing 1.7 million of the guides to be distributed in New York, New Jersey, Connecticut, and Philadelphia. The new, improved guide will feature sections on golf courses and agri-tourism as well as a children's section. The guides will be available through CVS stores in the aforementioned target markets or by calling MOTT at **1-800-447-MASS.**

High Tech Tourism

MOTT's internet site was recently awarded the best information/reference site by the Massachusetts Interactive Media Council. The award was accepted by Boston advertising company Houston Herstek Favat, which developed the site for MOTT. The site also received praise from *Mass. High Tech,* which wrote that the MOTT site has "nicely laid out text and crisp graphics; this site is easy to use and appeals to those with limited technical skills. A good example for designing for the intended audience." Check out the site for yourself at:

www.mass-vacation.com

Dashing through the snow

Downhill and cross country skiers as well as snowboarders can now get information on all of Massachusetts' ski locations from one source – MOTT's new 1997 *Massachusetts Ski and Snowboard Guide.*

The brochure provides detailed information on 39 Massachusetts ski areas including lift prices, trails, ski packages, special programs and facilities.

The guide will be distributed free of charge at Massachusetts Turnpike toll booths marked with a special ski sticker, tourist information centers, and at 13 Ski Market stores in Massachusetts, New York and Connecticut.

Skiers can receive a free copy of the *Ski Guide*, and get up-to-the-minute reports on conditions at ski locations across Massachusetts by calling **1-800-227-MASS** or on the Internet at **www.mass-vacation.com.** Ski conditions are provided courtesy of SnoCountry Worldwide.

Cultural Tourism Seminars

Learn about the power of marketing and how you can make it work for your cultural organization! MOTT, Historic Massachusetts Inc. and several other cultural groups are sponsoring the following seminars:

Building a Base: Basically Speaking. Thursday, March 20 9:30 a.m - 1:00 p.m. Preservation Worcester headquarters, 10 Cedar Street, Worcester.

Public Relations: Behind the Smoke and Mirrors. Wed. April 30, 10- 1 p.m. Greenfield, MA.

Fundamentals of International Marketing. Thu. June 12, 9:30 a.m. - 1:00 p.m. Exchange Place, Fish Pier, Bos.

Each seminar is $15.
Call Mary Hayes at 617-727-3201 for more info.

Group Tour

Mary Hayes, MOTT's Group Tour Director has been traveling throughout North America on a succesful promotion of group tours for Massachusetts. Her itinerary included a trip to Toronto for the Ontario Motorcoach Association Convention, where she and the Massachusetts delegation impressed the attendees with the March line-up of the Leonardo da Vinci exhibit at the Museum of Science and the New England Spring Flower Show. Next, her travels brought her to Minneapolis for a tour operators dinner, sponsored by 24 Massachusetts suppliers and attended by tour operators

from around North America. Special thanks go to **Anne-Marie Paquin** of Odyssey Cruises, **Cindy Brown** of Boston Duck Tours, **Ann Marie Gourley** of the Greater Boston CVB, and **Arthur Ratsy** of the Cape Cod Chamber of Commerce for their efforts. Mary finished her road trip in December by attending the American Bus Association Convention in Portland, Ore.

Governor's Conference Update

Plans for the 1997 Governor's Conference are well underway. The two keynote speakers, **Malcolm Rogers**, the Ann and Graham Gund Director of the Boston Museum of Fine Arts, and **Robert Bennet**, the Director of Cultural Tourism of the Los Angeles CVB will be speaking on this year's theme, *"Tourism in the New Millennium... Looking toward the Future."* For early registration contact Mary Hayes.

International

Chinese officials visit Mass.

A group of Chinese officials from the Guangdong province visited Massachusetts December 5th to promote stronger ties between China and the state. The trip, organized in part by MOTT's international department in conjunction with the Massachusetts Office of International Trade and Investment (MOITI) and the Governor's Office, included a meeting with Digital Equipment Corporation, Harvard Univeristy, and a seminar on high technology opportunities in Guandong. There was also a welcome banquet hosted by **Lt. Governor Paul Cellucci** at the Meridian Hotel.

Ciao, Massachusetts!

MOTT's International department recently hosted the **Uvet Incentive House of Milan, Italy** and ten of their top commericial account representatives. Uvet is one of the most important players in the Italian business travel segment, with four offices in Milan, Rome, and Turin. The group, which included representatives from Purina Italia, Basf Pharma and Giorgio Armani, were welcomed at a reception at the Parkman House in Boston. The MCCA, Massport, the GBCVB, and the city of Boston all participated in welcoming this influental group. They were accompanied by representaives from MOTT's Italian PR Firm and Lufthansa Airlines. The itinerary for the group included traditional holiday festivities, such as The Nutcracker Ballet and the Prudential Christmas Tree Lighting, as well some Christmas shopping at the Worcester Common Outlet. They were also treated by the Colonial Inn in Concord to a traditional American brunch.

Other Travel News...

Tourism groups in transition

The business of tourism is always changing, so it's no surprise that the many different groups that promote tourism in Massachusetts must change, too. The group known for many years as the **Governor's Advisory Council** is now the **Advisory Commission on Travel and Tourism.** The newly constituted group will advise the Director of the Department of Economic Development on budget recommendations and marketing strategies. The new Commission is significantly larger than the old Council, and will bring together a wide variety of representatives from the Massachusetts tourism field.

RTC's regroup

The **Regional Tourist Council Study Commission,** established in the FY '97 state budget, has met and is producing its report which is being sent to the Legislature's House and Senate Ways and Means Committees. The Commission was charged with studying the configurations of the existing regional tourist councils. The Commission consisted of the Director of the Department of Economic Development, the Director of MOTT, the Director of the Office of Business Development, and the chairs of the Legislature's committees on local affairs, natural resources and commerce and labor.

Statistics Corner

1996 Massachusetts Statewide Room Occupancy: 75.2 (up 1.5% from 1995)

1996 Massachusetts Room Tax Collections: $70.2 million (up 9.2% from 1995)

Travel Industry News

Massachusetts has three new National Sites

Essex County, the **Boston Harbor Islands**, and **New Bedford's waterfront** have been designated national recreation areas by the federal government. The legislation is designed to protect these areas as natural resources and to emphasize their historic importance. The Essex National Heritage Area, the Boston Harbor Islands National Recreation Area, and the New Bedford Whaling National Historical Park will be managed and staffed by the National Park Service.

North of Boston CVB to host auction

The **Peabody Marriott** will be the site of the **North of Boston Convention and Visitors Bureau** 2nd Annual Auction, on February 8th. Tourism industry colleagues are invited to submit items/hotel packages for the auction block. For info call the NOBCVB at (508) 921-4990. The bureau will also host a tour operator fam, May 8-11, 1997. Tour operators interested in participating should call (800) 742-5306.

7279-50

Winter Fun

Snowboarding, sleigh riding and maple sugaring are just a few winter escapades highlighted in **Great Escapes**, the Massachusetts Lodging Association's 1997 guide to winter & spring in Massachusetts. The free guide, produced in association with American Express and MOTT, includes "12 Weeks of Arts," St. Patrick's Day haunts, tips on how to amuse the hard-to-please teen, children's activities and shopping as well events, attractions and hotel package listings. To request a copy, contact MOTT.

Thank You!

MOTT wishes to thank the following organizations for their assistance with recent fam tours: 1896 House New England Table Restaurant; A Cambridge House; Basketball Hall of Fame; Berkshire Hiking Holidays; Bertram Inn, Brookline; Boston Duck Tours; Boston Harbor Hotel; Cambridge Office of Tourism; Captain's House Inn, Chatham; Charles Hotel, Cambridge; Chesterwood Studio; Christmas on North Street Coordinators, Plymouth; Church Street Cafe, Lenox; Clark Art Institute; Colonial Inn, Concord; Comfort Inn, Danvers; Dan'l Webster Inn; Deerfield Inn; Durgin Park; Faneuil Hall Marketplace; Hyatt Regency, Cambridge; Isabella Stewart Gardner Museum; JFK library & Museum; John Harvard's Brew House; Museum of Science; Old Sturbridge Village; Peabody Essex Museum; Pilgrim Hall Museum; Plymouth County Development Council; Publick House; RM Bradley; Red Lion Inn; S/Z Marketing; Salem City Hall; Salem Office of Travel & Tourism; Salem Witch Museum; Sheraton Inn, Plymouth; the Nantucket and Martha's Vineyard Steamship Authority; Williams Inn; and the Worcester Common Fashion Outlets.

Agri-Tourism Winter Workshop

for farmers in eastern Mass: Feb. 5 at the Westport Rivers Winery. Call Kat Creeden at 617-727-3201 for info.

Who's Who

Donna Freni is the new Director of Marketing and Communications at the state Dept. of Economic Development...**Art Robert** has joined MOTT as Research Director...**Brian Whiting** has joined MOTT's International Marketing department from the Rhode Island CVB...**Ray Richard** is MOTT's new Contract Manager...**Ellen Hurley** is the new Director of Communications at the New England Aquarium...**Lisa Caliri** is the new Sales Manager at the Regal Bostonian Hotel...**Lorie Juliano** is the new Director of Public Relations at the Royal Sonesta Hotel in Cambridge... **Stuart Hurwitz** is the new President of the Greater Springfield CVB...**Bernadette Coyer** is the new Director of Sales at the Greater Springfield CVB.

Messenger Editors
Eric Gedstad
Michele Ellicks
Kevin Kidder

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